

The Influence of Consumer Trust, Price, and Service Quality from a Health Psychology Perspective on Customer Satisfaction at PT Pegadaian (Persero) Padang Branch Office, Medan

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ABSTRACT

This study aims to determine and analyze the influence of consumer trust, price, and service quality on customer satisfaction of PT Pegadaian (Persero) Padang Bulan Medan Branch Office. The research method used in this study is a quantitative descriptive research method. The sample in this study was 100 people. Based on the results of the t hypothesis test, it can be concluded that consumer trust has a positive and significant effect on customer satisfaction of PT Pegadaian (Persero) Padang Bulan Medan Branch Office, price partially does not have a significant effect on customer satisfaction of PT Pegadaian (Persero) Padang Bulan Medan Branch Office, service quality has a positive and significant effect on customer satisfaction of PT Pegadaian (Persero) Padang Bulan Medan Branch Office. Based on the results of the F hypothesis test, it can be concluded that consumer trust, price, and service quality simultaneously have a significant effect on customer satisfaction of PT Pegadaian (Persero) Padang Bulan Medan Branch Office. Based on the results of the coefficient of determination analysis, the coefficient of determination (adjusted R-square) is 0.344. Based on these values, consumer trust, price and service quality are able to influence customer satisfaction by 34.4%, the remaining 65.6% is influenced by other variables or factors that were not studied.

Keywords : Consumer Trust, Price, and Service Quality in Customer Satisfaction

I. INTRODUCTION

Introduction should provide an explanation of the research background, core issues, and research objectives. The research problem is described using the inverted pyramid method, starting from the global,

national, and then local levels. References (relevant literature or research findings) must be cited by mentioning the source name in each sentence before the period (.), which should correspond to the Reference List. For example: "The provision of Vitamin A reduces morbidity and stunting in children under two years old in Probolinggo Regency (1)." "Flipcharts and banners are effective in improving health behaviors of the first 1,000 days of life in East Java (2)." "There is a relationship between bladder capacity in physiological postpartum mothers and the incidence of urinary retention (3)."

The Introduction section should be 1-2 pages long, written in Calibri font, size 11, with single spacing. Each paragraph should begin with a 5-character indentation. The final part of the introduction must state the research objectives.

Customer satisfaction is crucial for the sustainability and growth of service companies, including PT Pegadaian (Persero). As a state-owned company engaged in pawn-based financial services, PT Pegadaian is required not only to provide fast and easy financial solutions but also to maintain service quality to meet customer expectations. Customer satisfaction is the primary benchmark for assessing the company's success in providing valuable and reliable services. However, despite innovations, customer complaints regarding service times, staff attitudes, and the clarity of product information are still frequently encountered at various branches, including the Padang Bulan Branch of PT Pegadaian (Persero). This indicates that customer satisfaction remains a critical issue that requires continued attention and evaluation.

Consumer trust is consumer confidence that a product, service, or brand will deliver reliable performance and meet expectations. Consumer trust is a key factor in shaping customer satisfaction, particularly in the financial services sector, such as at PT Pegadaian (Persero). As a state-owned company providing pawn, financing, and gold investment services, the success of pawnshops in building trust significantly determines customer perceptions and experiences with the services provided. In the context of pawnshops, this trust includes confidence in the security of collateral, transparency of fees and interest rates, and the integrity of staff in providing information and handling transactions. Figure 1.1 shows that Pegadaian remains a trusted public institution, as evidenced by its increasing customer base each year.

Price is a crucial element in service marketing strategies that directly impacts customer perceptions and satisfaction. In the context of PT Pegadaian (Persero), price includes administrative fees, loan interest, capital lease fees, and late fees that customers must pay for the financial services they use. For customers, price is a primary consideration because it is directly related to the value and benefits received. Customers will be satisfied if the price they pay is commensurate with the quality of service received, and is clear and transparent with no hidden fees. Therefore, reasonable, competitive, and affordable prices will increase customer satisfaction. The following is a comparison of service fees (loan interest) and administrative fees between state-owned pawnshops and private pawnshops in 2025.

II. METHODS

The research method used in this study is a quantitative descriptive research method. According to Sugiyono (2020:13), the quantitative descriptive research method is data analysis that uses statistics in the form of descriptive statistics and inductive statistics.

The location of this research was conducted at PT Pegadaian (Persero) Padang Bulan Medan Branch Office, located at Jl. Letjen Jamin Ginting No. 643 Kp.20155, Medan, North Sumatra. The research

completion process was set by the researcher for three (3) months starting from May 2025 to July 2025.

III. RESULTS AND DISCUSSION

The results of the study indicate that consumer trust has a partial positive and significant effect on customer satisfaction at PT. Pegadaian, with a t-value of $3.975 > t$ -table 1.985 and a significance value of $0.00 > 0.05$. According to Lupiyoadi (2018:66), "Consumer trust is a positive expectation that a service provider will act consistently, honestly, and reliably in the long term." Trust reflects customers' confidence that Pegadaian will provide safe, transparent services that meet established promises. In this context, customers who feel confident that Pegadaian maintains the integrity, honesty, and security of their transactions tend to be more satisfied with the service they receive.

According to Kotler and Keller (2009), "Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceived product performance with their expectations." If Pegadaian is able to meet or exceed these expectations, the trust placed in consumers will transform into satisfaction. Trust can also reduce perceived risk in transactions, increase convenience, and strengthen customer loyalty. Therefore, a marketing strategy focused on building and maintaining trust, such as consistent service, open communication, and a commitment to quality, is crucial for increasing customer satisfaction. In Pegadaian services, trust is built through various aspects, such as clarity of pawn procedures, legal certainty, and guaranteed security for pawned items. Therefore, the higher the level of customer trust in Pegadaian, the greater the likelihood of their satisfaction and loyalty to the services provided. This aligns with research by Kesuma et al. (2015), Noeraini (2016), and Diza (2016), which found that consumer trust has a positive and significant effect on customer satisfaction.

The Effect of Price on Customer Satisfaction at PT. Pegadaian

The results show that price does not have a significant partial effect on customer

satisfaction at PT. Pegadaian, with a calculated t-value of $1.380 < t\text{-table } 1.976$ and a significance value of $0.171 > 0.05$. According to Kotler & Keller (2009), "Price is not just a nominal figure, but rather a reflection of the perceived value, quality, and positioning strategy of a product or service in the eyes of consumers. It is a crucial element in the marketing mix that can influence customer perceptions and decisions." However, in some cases, price does not always significantly influence customer satisfaction. This occurs when customers prioritize other aspects such as service quality, trust, convenience, or brand reputation. According to Kotler and Keller (2009), "Customer satisfaction is the level of satisfaction a person feels after comparing the perceived performance of a product or service with their expectations." If customer expectations emphasize service quality or reliability over price, then even if the price offered is not affordable, customers can still be satisfied.

In the context of services like pawnshops, customers tend to seek out private pawnshops because they offer a faster process, without extensive paperwork, and without complicated verification. For those in urgent need of funds, speed is the primary consideration, rather than comparing interest rates, making price a less dominant factor in determining satisfaction. Therefore, the insignificant influence of price on customer satisfaction can be explained through a marketing management approach that positions customer value as a combination of total benefits received and total costs incurred, where satisfaction is more influenced by emotional and functional benefits than simply price. This aligns with research by Roostika (2019:77) which states that consumer trust has a positive effect on customer satisfaction.

The results of the study indicate that the variables of consumer trust, price and service quality simultaneously have a significant effect on customer satisfaction at Pegadaian with an F count of $18.311 > F\text{-table } 3.09$ and a sig value of $0.000 < 0.05$. In the marketing management approach, as explained by Kotler & Keller, (2009)

companies must build strong relationships with customers through trust, fair price value, and quality service. In the context of Pegadaian, trust is built from transparency and reputation. Price influences the perception of economic benefits. Service influences emotional experiences and direct satisfaction. All three are interrelated in influencing customer satisfaction, which has an impact on customer retention, loyalty, and the decision to use Pegadaian services again. This is in line with the research of Rizki & Maulana, (2023) which states that simultaneously consumer trust, price and service quality have a simultaneous influence on customer satisfaction.

IV. CONCLUSION

. Based on the results of the t-test, it can be concluded that consumer trust has a partial positive and significant effect on customer satisfaction at PT. Pegadaian, with a calculated t-value of $3.975 > t\text{-table } 1.985$ and a significance value of $0.00 < 0.05$.

Based on the results of the t-test, it can be concluded that price has no partial effect on customer satisfaction at PT. Pegadaian, with a calculated t-value of $1.380 < t\text{-table } 1.985$ and a significance value of $0.171 > 0.05$.

Based on the results of the t-test, it can be concluded that customer quality has a partial positive and significant effect on customer satisfaction at PT. Pegadaian, with a calculated t-value of $2.421 > t\text{-table } 1.985$ and a significance value of $0.017 < 0.05$.

Based on the results of the F-test, it can be concluded that consumer trust, price, and service quality simultaneously have a significant effect on customer satisfaction at PT. Pegadaian, with an F-value of $18.311 > F\text{-table } 3.09$ and a sig. value of $0.000 < 0.05$.

Based on the coefficient of determination analysis, it can be concluded that the influence of consumer trust, price, and service quality on customer satisfaction at PT. Pegadaian is 34.4%. The remaining 100% - 34.4% = 65.6% is the influence of other variables or factors.

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