

## The Influence of Price, Venue and Service Quality on the Interest of Photographer Service Users in Palembang City

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*Price, Place, Quality of Service, User Interest*

### Abstract

This research was conducted with the aim of determining the influence of price, place and quality of service on the interest of photographer service users in the city of Palembang. The population in this study was calculated that during a period of 1 year, the number of users of the service of the phylaxis fatographer reached 688 consumers. The sample used in this study was 87 respondents using the slovin formula. The results of multiple linear regression analysis showed that price, venue and quality of service had a positive and significant effect on the interest of photographer service users in the city of Palembang. Price, price determination so that it can be adjusted to the intended market share. And it is hoped that it can provide prices with special offers for users who have used photographer services in order to provide consumer interest to always use the photographer services offered. The place is expected to be able to provide a sufficient parking lot for consumers who come to the studio, especially for car users. The quality of service is expected to be able to increase staff members, especially for photographers, where at the time of events such as graduation there is an increase in the number of users who want to use the services of photographers.



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## Introduction

Consumer buying interest (intention to buy) refers to an individual's effort to buy goods or services. Buying interest has a big influence on what behavior consumers will do. Consumers must first have a desire for a product before deciding to actually buy the product (Maulana Rifky Stansyah, et al, 2023). Interest has a strong influence on consumers' tendency to shop online, especially in the social commerce industry. The impact on actual purchasing behavior refers to the results of consumer assessments regarding information search, product quality, and product evaluation, which will subsequently result in increased purchase interest and make it possible to encourage a purchase decision in a product or service (Penny Az-Zahra, 2023) The names of photographers in Palembang City can be seen on the following registered Instagram accounts:

**Table 1. Names of Photographers in Palembang City**

No	Instagram	FollowersInstagram	Address
1	@lenzaphoto	39,5K	Jl. Sersan Sani Lrg. Puncak Harapan 2 No. 1371 Palembang
2	@on_clay	36,7K	Jl. Dempo Luar Lrg. Bukit Sulap No. 61 17 Ilir East Ilir I District Palembang
3	@lomotretphotography	14,1K	Jl.Gub H.Bastari, Almod Cluster Block-D No. 2
4	@laxio.photo	6.646	Palembang & All
5	@askha.photo	12,7K	Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 20
6	@teman_photo_plg	13,5K	Palembang
7	@luxurypitcura_co	15K	Copyright © 2019 All Rights Reserved. All rights reserved.
8	@luminorepicture	14,7K	Copyright © 2019 All Rights Reserved. All rights reserved.
9	@takarapicture	12,8K	Jl. KH. Balkhi Lorong Banten 6 Palembang
10	@javaphoto	10.5K	Tirta Kencana Complex Block F3 Simpang BLK, Sukamaju Sako District Palembang

Source: From various sources, processed 2025

The establishment of a photographer in Palembang with the brand name fiplex in January 2023 is a brand taken from the abbreviation of the owner's name, fitrianti lukis (fiplex). The reason for establishing an online business from a fiplex @instagram is because of a hobby and inspired to see a considerable business opportunity, nowadays students capture a lot of their moments at graduation by hiring photographers from all over the university, members whose graduation reaches hundreds of people per year. In addition, female photographers are very step-paced, with the presence of female photographers, it can make it easier if there are female clients who want to take pictures they can freely in terms of style, no need to be embarrassed and more comfortable when taking photos, then it is easier to direct female clients to touch directly. Not only that, when there is a wedding event that is carried out according to sharia (Islamic law), of course, it is mandatory to use the services of a female photographer (Observation, 2025)

At the beginning of building this business, there were still not many offers of photo services, as time went by, the online business of the female photographer that I developed began to be in great demand by consumers and spread to this day from social media. The main goal of photographers is to provide quality service from photos as memorable but rarely repeatable moments for most consumers.

In building a photography service business in Palembang, fierce competition in terms of service choices, prices and quality of services on social media is a challenge for photographers to compete and reach the target market. Effective marketing is crucial, including offering promo prices, adjusting to consumer desires, and providing the best service. To expand the reach of marketing through social media in the midst of online business competition, photographers need to understand the factors that attract consumers to use photography services so that revenue can increase.

The achievement of the target market sometimes has ups and downs, such as the fiplex photographer service business that is currently operating. Previously, in the first year in early 2023, the achievement of the revenue target increased, but in 2024 there was a decrease in revenue, as stated in table 2 of the income of photographer services from social media @instagram the fiplex, as follows:

**Table 2. Earnings of fiplex photographers Per 3 months from 2023-2024**

Moon	Year 2023	Year 2024	Target Year 2025
January – March	IDR 13,500,000	Rp. 9.050.000	IDR 15,000,000
April – June	IDR 12,000,000	IDR 15,750,000	IDR 20,000,000
July – September	IDR 24,000,000	IDR 18,600,000	IDR 25,000,000
October – December	IDR 27,000,000	IDR 18,000,000	IDR 30,000,000
<b>Total</b>	<b>IDR 73,500,000</b>	<b>IDR 61,000,000</b>	<b>IDR 90,000,000</b>

Source: data on the income of the fiplex photographer (2025)

Based on the results of the information in table 1.2 above, it can be seen that in 2023 the photographer's business income was Rp. 73,500,000 starting from January to March revenue of Rp. 13,500,000, in April – June income of Rp. 12,000,000, in July – September income of Rp. 24,000,000. However, in 2024 revenue will

decrease by almost 20% to Rp. 61,000,000, starting from January – March revenue is Rp. 9,050,000, in April – June the income obtained is Rp. 15,750,000, then in July – September the revenue is obtained at Rp. 18,600,000, then in October – December the income is Rp. 18,000,000. This is a quite serious problem for photographers because the goal of establishing a photography business is to make the use of services more memorable and income increases. Photographers realize that the use of photography services must follow seasonal situations and conditions according to consumer needs, just as female photographers from fiplex must market periodically by offering tempting prices and service quality and price discounts or rewards to consumers to achieve the target in 2025 of Rp. 90,000,000.

### Materials and Methods

This research employs a quantitative approach to analyze the factors affecting consumer behavior in the use of phylaxis fatographer services. The population for this study consisted of 688 consumers who used the service during a one-year period. To obtain a representative sample, the Slovin formula was applied, resulting in a sample size of 87 respondents. This sample is intended to accurately reflect the broader population of consumers who have used the phylaxis fatographer service within the given time frame.

The research instrument utilized in this study was a structured questionnaire, which was designed to capture relevant information from respondents regarding their behavior, preferences, and satisfaction with the service. The questionnaire included both closed-ended and Likert scale questions to gather quantifiable data. The validity of the instrument was ensured through expert validation, while reliability was tested using Cronbach's alpha, which yielded a coefficient of 0.85, indicating a high level of internal consistency. The data collection technique involved distributing the questionnaires both online and offline, ensuring that the respondents were a mix of regular and first-time users of the service.

For data analysis, the study employed statistical software such as SPSS (Statistical Package for the Social Sciences). Descriptive statistics were first applied to summarize the characteristics of the respondents, followed by inferential statistical techniques such as regression analysis to examine the relationships between the variables. The data analysis procedure involved cleaning the data for any inconsistencies, coding the responses, and testing the hypotheses to draw conclusions regarding the factors influencing consumer decisions.

### Results and Discussions

- 1) The price variable (X1), has a beta value of 0.880 with a significant value of 0.000 which is smaller than 0.05. This shows that the price variable has a positive and significant influence on the interest of photographer service users in the city of Palembang. This proves that the first hypothesis on the price variable has a positive and significant effect is acceptable.
- 2) The place variable (X2), has a beta value of 0.530 with a significant value of 0.000 which is smaller than 0.05. This shows that the location variable has a positive and significant influence on the interest of photographer service users in the city of Palembang. This proves that the second hypothesis on the variables where positive and significant influence is acceptable.
- 3) The service quality variable (X3), has a beta value of 0.673 with a significant value of 0.000 which is smaller than 0.05. This shows that the service quality variable has a positive and significant influence on the interest of photographer service users in the city of Palembang. This proves that the third hypothesis on the variable of service quality has a positive and significant effect is acceptable.

### The Effect of Price on the Interest of Photographer Service Users in Palembang City

Price has a positive and significant effect on user interest. These results are in line with the results of research from (Ghewal, 2023); (Amron, 2023); (Beneke, 2023); (Abdillah, 2023); (Suhaily, 2022); (Park, 2022); (Brodie, 2022); (Cheng, 2022); (Science, 2022); (Antonia, 2022); (Akbar, 2022); (Cham, 2021); (Kuruvilla, 2020); (Scott, 2020); (Tregear & Ness, 2020); (Büyükdag, 2020); (Maharani, 2020); (Rachmadita et al., 2020); (Chen, 2019); (Hong, 2021); (Jayabaya & Mediawati, 2018) found that prices have a positive and significant effect on buying interest.

Respondents' responses to consumer indicators consider prices comparable to or lower than the quality they get indicates the lowest value. This shows that with the increasing number of competitors, there are many choices for consumers. With many competitors with similar types of businesses that offer a variety of

services and competitive prices, the services of a fiplex photographer have many challenges. Several respondents who were met in the field said that the variety of photographer service providers in the city of Palembang makes a large choice of types of services and prices that vary. Consumers are usually interested in price offers that suit their pockets, where the average service user chooses a photographer package that suits the budget and has the quality of photos that they want.

Respondents' responses to consumer indicators comparing the price of a product with other products before making a purchase decision showed the highest score. This shows that with the increasing number of photographer service providers in the city of Palembang, consumers always conduct price surveys. Consumers before choosing the service used must compare prices from one brand to another. This trial is very strict for photography service providers in the city of Palembang in determining prices, where the price determination needs to be adjusted to quality, market share etc.

### **The Influence of Place on the Interest of Photographer Service Users in Palembang City**

The place has a positive and significant effect on user interest. These results are in line with the results of research from (Fernos, 2023); (Saputra, 2022); (Azrullah, 2022); (Wijayanthi, 2022); (Kojongian, 2021); (Widayat, 2020) shows that the results show that places have a positive and significant effect on buying interest.

Respondents' responses to information indicators about parking spaces that were not directly related to the role of photography services on social media showed the lowest value. This shows that some users of this plexus photographer service say that sometimes it is difficult to get to the location, where sometimes maps often give inappropriate directions that cause users to get to the location having to go through small roads, especially for users who use cars. Especially during conditions where the studio experiences an increase in the number of visitors which causes a lack of availability of parking spaces, especially for 4-wheeled vehicles (cars).

Respondents' responses to Instagram's social media indicators make it easier for consumers to find a fiux-photography service that suits their needs and show the highest value. This shows that the role of social media, especially Instagram, has been very influential as one of the most effective promotional places with many users. Where consumers can find out the location and look at profiles to be able to be their reference material.

### **The Influence of Service Quality on the Interest of Photographer Service Users in Palembang City**

The quality of service has a positive and significant effect on user interest. These results are in line with the results of research from (Agfrans, 2023); (Ermini, 2023); (Hermansah, 2023); (Winarso, 2023); (Saputra, 2022); (Biscaica, 2021); (Jabbar, 2021); (File, 2021); (Yasmin., Sukmawijaya., Marlina, W. 2020) showed results that the quality of service had a positive and significant effect on buying interest.

Respondents' responses to the fiplex photography service indicator were reliable to meet the schedule and the agreements that had been made showed the lowest value. Based on interviews with several respondents, where respondents said that in determining the schedule, consumers sometimes need to contact in advance before using it. Especially at a time when there are many simultaneous events (graduations) where there is an increase in the number of users that occur on the same day. This makes it difficult to get a schedule if you don't book in advance.

The respondents' responses to the indicator of the fuxx photography service indicator gave me a friendly feel. show the highest value. This shows that the staff of this fiplex photographer service provides good service for all users of its services. Service users who are respondents in this study said that corporate staff in providing services. As well as providing photos/videos that are in accordance with the expectations of service users.

### **Conclusion**

The conclusion of this study is that price has a positive and significant effect on the interest of photographer service users in the city of Palembang. The place has a positive and significant effect on the interest of photographer service users in the city of Palembang. The quality of service has a positive and significant effect on the interest of photographer service users in the city of Palembang.

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