

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

Fitrianti, Marlina Widiyanti, Zakaria Wahab, Ahmad Maulana
Universitas Sriwijaya, Indonesia

Email: 01012682327036@student.unsri.ac.id, marlinawidiyanti@fe.unsri.ac.id,
zakwahab1957@gmail.com, maulana25@unsri.ac.id

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, and during a period of one year, the number of users of the service of the *phylaxis fatographer* reached 688 consumers. The sample used in this study consisted of 87 respondents, determined 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 refers to price determination so that it can be adjusted to the intended market share, and it is hoped that special offers can be provided for users who have previously used photographer services in order to encourage continued consumer interest in the photographer services offered. The place is expected to provide a sufficient parking lot for consumers who come to the studio, especially for car users. The quality of service is expected to improve by increasing the number of staff members, particularly photographers, as there is an increase in the number of users who want to use photographer services during events such as graduations.

Keywords: Price, Place, Quality of Service, User Interest

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 (Jungang, 2023; Magdalena et al., 2023; Marquerette & Hamidah, 2023; Pahala et al., 2021; Pongratte 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. 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	Followers on Instagram	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 Palembang & All
4	@laxio.photo	6.646	Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 20
5	@askha.photo	12,7K	
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 1.2 of the income of photographer services from social media @instagram the fiplex, as follows:

Table 1.2. 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
Total	IDR 73,500,000	IDR 61,000,000	IDR 90,000,000

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.

The influence of price, venue, and service quality on consumer interest in photographer services has been widely studied in various contexts. Previous research by Kotler and Armstrong (2019) emphasizes the significance of pricing strategies in shaping consumer behavior, while Parasuraman et al. (2019) highlight the critical role of service quality in customer satisfaction and loyalty. Studies such as those by Suhaily (2022) and Park (2022) further confirm that product quality and competitive pricing significantly impact purchase intentions. However, most of these studies focus on generic service industries, leaving a gap in understanding how these factors specifically affect niche markets like photographer services, particularly in emerging economies such as Indonesia. This research aims to address this gap by examining the unique dynamics of the photography service market in Palembang City.

A notable research gap lies in the limited exploration of the combined effects of price, venue, and service quality on consumer interest in localized service industries. While studies like those by Büyükdağ (2020) and Konuk (2020) investigate pricing and promotional strategies, they often overlook the interplay of these factors with venue accessibility and service quality in creative industries. Additionally, research by Cham (2021) and Kuruvilla (2020) primarily focuses on urban markets in developed countries, neglecting the socio-economic and cultural nuances of Southeast

Asian cities like Palembang. This study fills this gap by providing empirical evidence on how these factors collectively influence consumer interest in a localized, service-oriented business context.

The urgency of this research is underscored by the fluctuating revenue trends observed in Palembang's photography service industry, as evidenced by the decline in income for the fiplex photographer business from 2023 to 2024. Such trends highlight the need for a deeper understanding of the factors driving consumer interest to stabilize and grow the market. Furthermore, the rise of social media as a primary platform for service promotion (e.g., Instagram) adds another layer of complexity, as noted by Yasmin et al. (2020). This research is timely, as it addresses the challenges faced by small and medium-sized enterprises (SMEs) in adapting to competitive pressures and changing consumer preferences in the digital era.

The novelty of this study lies in its focus on a female-led photography business in Palembang, a context rarely explored in existing literature. By integrating variables such as venue accessibility—a factor often overlooked in similar studies—this research offers fresh insights into how physical and digital spaces intersect to shape consumer decisions. Additionally, the use of primary data from 87 respondents, analyzed through multiple linear regression, provides a robust methodological contribution. The study also extends the theoretical framework of consumer behavior by applying it to a creative industry in a developing urban setting, thereby enriching the discourse on service marketing.

The purpose of this research is to determine the extent to which price, venue, and service quality influence the interest of photographer service users in Palembang City. Its contributions are twofold: practical and theoretical. Practically, the findings will help photography businesses refine their pricing strategies, improve service quality, and optimize venue selection to attract and retain customers. Theoretically, the study advances the understanding of consumer behavior in niche service markets, offering a model that can be adapted to similar industries. The implications of this research extend to policymakers and business support organizations, providing actionable recommendations to foster the growth of creative SMEs in urban Indonesia.

RESEARCH METHODS

This study employs a quantitative research approach with a survey method to examine the influence of price, venue, and service quality on the interest of photographer service users in Palembang City. The research design is explanatory, as it seeks to establish causal relationships between the independent variables (price, venue, service quality) and the dependent variable (user interest). The population consists of 688 consumers who used photography services in Palembang over a one-year period. Using the *Slovin* formula, a sample of 87 respondents was selected to ensure representativeness while accounting for a 5% margin of error. The non-probability purposive sampling technique was applied, targeting active users of photography services who had engaged with photographers listed on *Instagram*, ensuring relevance to the study's objectives.

The primary research instrument was a structured questionnaire, designed with a 5-point *Likert* scale (1 = Strongly Disagree to 5 = Strongly Agree) to measure respondents' perceptions of price, venue, service quality, and interest. The questionnaire underwent validity testing using

Pearson's correlation coefficient, with items retained if they met the threshold ($r > 0.30$). Reliability testing was conducted using *Cronbach's alpha*, yielding scores above 0.70 for all constructs, confirming internal consistency. Data collection was carried out through online surveys distributed via social media platforms (e.g., *Instagram*, *WhatsApp*) and direct interviews with selected respondents to ensure depth. The procedure involved pre-testing the questionnaire with 10 respondents, refining unclear items, and then administering the final survey over a two-month period.

Data analysis was performed using *IBM SPSS Statistics 26*. Descriptive statistics (mean, standard deviation) summarized respondent demographics and variable distributions. Multiple linear regression analysis was employed to test hypotheses and determine the influence of price, venue, and service quality on user interest, with significance set at $p < 0.05$. Assumption tests, including normality (*Kolmogorov-Smirnov*), multicollinearity ($VIF < 10$), and heteroscedasticity (*Breusch-Pagan*), were conducted to ensure robust results. The findings were interpreted to provide actionable insights for photography businesses in Palembang, aligning with the study's theoretical and practical objectives.

The population in this study was calculated such that, during a period of one year, the number of users of the service of the *phylaxis fatographer* reached 688 consumers. The sample used in this study consisted of 87 respondents, determined using the *Slovin* formula.

RESULT AND DISCUSSION

- 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 (Abdillah, 2023; Akbar, 2022; Amron, 2023; Antonia, 2022; Beneke, 2023; Brodie, 2022; Büyükdağ, 2020; Cham, 2021; Chen, 2019; Cheng, 2022; Ghewal, 2023; Hong, 2021; Jayabaya & Mediawati, 2018; Kuruvilla, 2020; Maharani, 2020; Park, 2022; Rachmadita et al., 2020; Science, 2022; Scott, 2020; Suhaily, 2022; Tregear & Ness, 2020) 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 fixer 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 (Azrullah, 2022; Fernos, 2023; Kojongian, 2021; Saputra, 2022; Widayat, 2020; Wijayanthi, 2022) 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 fixer-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; Biscaica, 2021; Ermini, 2023; File, 2021; Hermansah, 2023; Jabbar, 2021; Saputra, 2022; Winarso, 2023; Yasmin, Sukmawijaya, &

Marlina, 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

This study concludes that price, venue, and service quality each have a positive and significant effect on the interest of photographer service users in Palembang City, highlighting that competitive pricing, accessible locations, and high-quality service are crucial drivers of consumer decisions in the photography industry. The regression analysis demonstrated strong predictive power, reinforcing the importance of these factors in enhancing user engagement and business performance. However, the study's focus on a single urban context and a female-led business model suggests that cultural and demographic factors may also influence consumer behavior. For future research, it is recommended to expand the sample size and include multiple cities across Indonesia to improve generalizability, incorporate qualitative methods such as in-depth interviews for richer insights, explore moderating variables like social media influence or brand loyalty, and conduct longitudinal studies to track market trends and the impact of technological advancements such as AI-powered editing tools.

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