
Factors Affecting Customer Satisfaction at Honda AHASS Workshops in Wangon District, Indonesia

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Abstract

The purpose of this study to examine the factor factors influence customer satisfaction ahasw wagon. The result shows that service quality has no significant effect to customer satisfaction, it can be proved by sig value. the count is greater than 0.05 ie $0.894 > 0.05$. Loyalty has a significant effect on satisfaction, this can be proved by the sig value. count smaller than 0.05 ie $0.008 < 0.05$. The facility has no significant effect on customer satisfaction, this can be proved by the sig value. count greater than 0.05 ie $0.079 > 0.05$. Reliability has no significant effect on customer satisfaction, this can be proved by the sig value. the count is greater than 0.05 ie $0.661 > 0.05$. Price has a significant effect on customer satisfaction, this can be proven with sig value. count smaller than 0.05 ie $0.020 > 0.05$. service quality, customer loyalty, facility, reliability and price have influence proportion to customer satisfaction equal to 37,3% while the rest 62,7 is influenced by other variable which is not in linear regression model.

Keywords: service quality, facility, reliability, price and customer satisfaction.

1. Introduction

Global competition at this time requires companies to compete with each other in marketing and selling their products. Companies must use the right strategy to maintain their products so that they are continuously consumed by consumers. Therefore, an important thing that every company needs to do and pay attention to is creating new customers and retaining customers, one of which is by marketing its products. Marketing in general is only seen as an activity of selling goods or services. However, marketing is more of a process in which the activities of creating products or services, offering and delivering them to consumers. To reach the hands of consumers, the product or service must be introduced to consumers first. In addition,

communication is also important in maintaining the product. Communication made by the company is through promotion. Promotion is a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Fandi Tjiptono, 1997).

Kotler (2004:7) states marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products of value with other parties. Another definition of marketing is also stated by Stanton (2002: 4-5), namely that the market is an overall system of activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of existing buyers and potential buyers. The development of the automotive industry in Indonesia is very fast and tends to increase every year, in line with the needs and demands of the public for adequate means of transportation.

The increasing number of motorcycle users, for this reason indirectly consumers also need facilities and infrastructure to maintain, repair or buy spare parts for their vehicles so that they are suitable for use, not inferior to new products and can be sold at high prices. This has created intense competition, especially for service providers, between authorized dealers who work with certain motorcycle brands that compete with each other to get consumers. Therefore service providers are increasingly developing a better goal, namely how to grow satisfied consumers for the services provided towards loyal consumers.

Customer loyalty is not something that is easily formed, because service providers must first provide satisfaction to their customers. This satisfaction can be achieved by providing optimal service quality to customers. Loyalty is formed when customers are satisfied with the level of service received, with the level of service received exceeding customer expectations, it is likely that customer satisfaction will be formed, and with customer satisfaction it will lead to customer loyalty to the services or goods offered. One service company that strives to provide quality service is Wangon AHASS Workshop, which is an AHASS (Astra Honda Authorized Service Station) service company, which is the official repair shop for Honda motorcycles. Companies are required to retain customers, namely by continuing to maintain the quality of their services so that customers do not switch to other service companies that are better. According to Griffin (in Diah Dharmayanti, 2006:38) argues that loyal customers are customers who are very satisfied with a particular product or service so they have the enthusiasm to introduce it to anyone they know. Meanwhile, according to Alida Palilati (2004: 67) says that loyalty to a company's product or service (brand) is defined as a favorable attitude towards a brand, which is represented in consistent purchases of that brand all the time.

Customers will be satisfied if the services provided by the company are in accordance with what the customer asked for, and for a prolonged period of time the customer will come back to the company to use the services provided by the company again. And if the customer is satisfied, it is also very likely that the customer will recommend the services provided by the company to many people or relatives. This will be very profitable for the company in terms of revenue which

will increase every time. Therefore it is very important for companies to pay attention to the quality of their services so as to provide satisfaction for customers.

Theory & Hypothesis Development

Marketing

In general, the notion of marketing is the activity of marketers to run a business (profit or non-profit) to meet market needs with goods and services, distribute and promote them through processes such as exhibitions. The definition of marketing by experts differs in its emphasis, but all of them actually have almost the same meaning between one another. Here are some definitions of marketing that the author quotes from several experts: According to Kotler and Armstrong which is translated by Benyamin Mplan (2012: 5) is "A societal process by which individuals and groups obtain what they need and want to create by creating, offering, and freely exchanging products and services of value with others."

Marketing Management

Marketing management can be applied to all business fields. In management there are functions of analysis, planning, implementation or application as well as supervision. The planning stage is the stage that determines the continuity and success of a marketing organization. The planning process is a process that always looks ahead or at the possibility of the future including the development of programs, policies and procedures to achieve marketing objectives. According to Kotler and Keller translated by Bob Sabran (2012: 5) defines: "Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." According to Philip William J. Shultz quoted by Buchari Alma (2011: 130) defines: "Marketing Management is the process of planning, directing and controlling all marketing activities of a company or part of a company."

Service Quality

Kotler and Keller in their book "Marketing Management" define quality based on the American Society for Quality Control definition translated by Bob Sabran, namely quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. This is definitely customer focused. According to Garvin quoted by Tjiptono (2012: 143) states that there are five perspectives regarding quality, one of which is that quality is seen depending on the person judging it, so that the product that best satisfies one's preferences is a high quality product. According to Kotler and Keller translated by Benyamin Molan (2012: 128) states that "Service quality is the level of competence expected and control over the level of competence to fulfill consumer desires so that consumer satisfaction is achieved."

Customer satisfaction

According to Kotler and Keller (2012: 177), consumer satisfaction is "a person's feeling of pleasure or disappointment that arises after comparing the product performance that is considered to the expected performance." Tjiptono (2012: 312) consumer satisfaction is the level of one's feelings after comparing the performance (or results) that he perceives compared to his expectations. According to Supranto's theory (2012) customer satisfaction is a label used by

customers to summarize a set of visible actions or actions related to products or services. Based on several definitions of customer satisfaction according to experts, the authors can conclude that customer satisfaction is the level of one's feelings when receiving the product or service offered and comparing the performance or product or service received with the expectations they have.

2. Method

The population taken in this study is 1267 population for 1 year, namely in 2021 the number of visitors / customers who come to the AHASS Wangon workshop to carry out periodic repairs and servicing. With a total sample of 100 respondents. Data collection using a list of questions provided to answer questions in writing by respondents. The questionnaire contains questions, each question opens the possibility of five answers. Of the five answers, the respondent is expected to choose the answer that is most suitable for him. Each answer has a score, where 1 strongly disagrees to 5 strongly agrees. Data analysis was performed by Regression Analysis using the SPSS program.

3. Results

a. Normality test

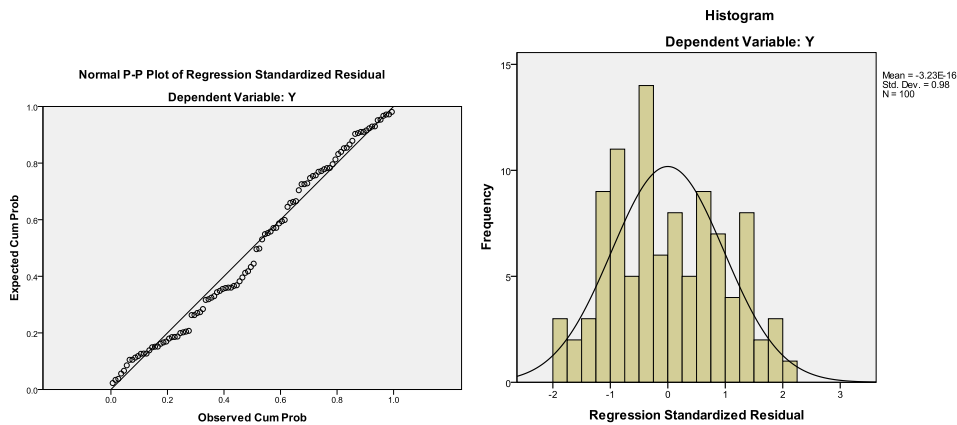


Figure 1. Normality Test

In the figure it can be seen that the normal probability plot graph shows a normal graphic pattern. This can be seen from the dots that spread around the normal graph. This can be seen from the points that spread around the diagonal line and follow the diagonal line. Therefore, it can be concluded that the regression model is feasible because it meets the normality assumption.

b. Multicollinearity Test

Table 1. Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.120	1.306		6.215	.000		
X1	.222	.075	.300	2.948	.004	.920	1.086
X2	-.039	.138	-.031	-.283	.778	.815	1.227
X3	.079	.115	.081	.690	.492	.694	1.442
X4	-.103	.103	-.107	-1.002	.319	.828	1.207

a. Dependent Variable: Y

From the table above, it can be seen that the VIF values of all variables are not greater than 10, meaning that there are no symptoms of multicollinearity.

c. Heteroscedasticity Test

Table 2. Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.439	.674		3.617	.000
X1	.042	.039	.114	1.076	.285
X2	-.049	.071	-.077	-.688	.493
X3	.013	.059	.028	.227	.821
X4	-.060	.053	-.126	-1.132	.260

a. Dependent Variable: ABRESID

From the table above, the probability value is greater than the alpha value (0.05), so that this research model does not contain elements of heteroscedasticity.

d. Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.120	1.306		6.215	.000
	X1	.222	.075	.300	2.948	.004
	X2	-.039	.138	-.031	-.283	.778
	X3	.079	.115	.081	.690	.492
	X4	-.103	.103	-.107	-1.002	.319

a. Dependent Variable: Y

Based on table 3, the multiple linear regression equation is obtained as follows:

$$Y = 0,300 X1 - 0,031 X2 + 0,081 X3 - 0,107 X4$$

Discussion

H1: Service quality has a significant effect on customer satisfaction.

The statement of the first hypothesis that service quality has a significant effect on customer satisfaction is not proven. This can be shown by the significance value (P Value) of 0.004 which is smaller than 0.05 and the regression coefficient value of 0.300. It can be concluded that the higher the service quality, the higher the customer satisfaction. This is because consumers are satisfied with the services provided by AHASS starting from the speed of service, the waiting room and the comfort of the waiting room.

H2: Facilities have a significant effect on customer satisfaction

The statement of the second hypothesis that facilities have a significant effect on customer satisfaction is not proven. This can be shown by the significance value (P Value) of 0.778 which is greater than 0.05 and the regression coefficient value of -0.031. It can be concluded that the higher the facility, the higher the customer satisfaction. This is because consumers prefer the availability of spare parts for their vehicles, because often when repairs are carried out, there are several spare parts components that are not available in the workshop even though the existing workshop facilities are complete in terms of waiting room facilities. This causes a decrease in customer satisfaction.

H3: Reliability has a significant effect on customer satisfaction.

The statement of the third hypothesis that reliability has a significant effect on customer satisfaction is not proven. This can be shown by the significance value (P Value) of 0.492 which is greater than 0.05 and the regression coefficient value of 0.081. It can be concluded that the higher the reliability, the higher the customer satisfaction. This is because consumers are more

likely to look at the availability of vehicle parts and the prices given, because often when repairs are carried out, there are several component parts that are not available and consumers have to look outside the workshop. This causes a decrease in customer satisfaction.

H4: Price has a significant effect on customer satisfaction.

The statement of the fourth hypothesis that price has a significant effect on customer satisfaction is not proven. This can be shown by the significance value (P Value) of 0.319 which is greater than 0.05 and the regression coefficient value of -0.107. It can be concluded that the higher the price, the higher the customer satisfaction. This is because consumers are still considering repairing vehicles at AHASS repair shops, because the prices are more expensive than repairing vehicles at regular repair shops which are cheaper.

Conclusion

Based on the results of the research and discussion above, in this study it can be concluded that service quality has a significant effect on customer satisfaction. Facilities have no significant effect on customer satisfaction. Reliability has no significant effect on customer satisfaction. Price has no significant effect on customer satisfaction. Based on the conclusions obtained, the suggestions put forward are to improve service quality by providing additional services to AHASS customers such as free drinking. Improved facilities at AHASS by fixing the customer's waiting room while waiting for their vehicle to be repaired. Service quality, facilities, reliability and price have a proportion of influence on customer satisfaction by 5.7% while the remaining 94.3% is influenced by other variables that are not in the linear regression model. It is hoped that future research will not only examine the relationship between service quality, facilities, reliability and price on customer satisfaction but there are other variables that influence purchasing decisions such as brand image and corporate image as recommended by previous researchers.

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