The Influence of Price Perception, Service Quality, and Customer Value on Consumer Satisfaction of Motor Vehicle Products

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Abstract
The increasingly dynamic lifestyle of society has driven the demand for efficient and affordable personal transportation, such as the Honda Scoopy motorcycle. In a competitive automotive market, companies must understand the factors influencing consumer satisfaction to maintain customer loyalty. This study aims to examine the effects of price perception, service quality, and customer value on consumer satisfaction with the Scoopy motorcycle in Baki, Sukoharjo.

A quantitative approach was applied using a survey method with 100 purposively selected respondents. Data were gathered through a Likert-scale questionnaire and analyzed using validity and reliability tests, classical assumption testing, multiple linear regression, as well as t-tests and F-tests. The results indicate that all three independent variables—price perception, service quality, and customer value—have significant individual and joint effects on consumer satisfaction. Among these, customer value has the most dominant influence. The coefficient of determination (R^2) is 0.539, indicating that 53.9% of the variation in consumer satisfaction can be explained by the model.

In conclusion, efforts to enhance consumer satisfaction should focus on fair price perception, improving overall service quality, and strengthening both emotional and functional value in the product. These findings offer strategic insights for businesses in crafting more customer-oriented marketing strategies.

Keywords: Price Perception, Service Quality, Customer Value, Consumer Satisfaction.

1. Introduction

1.1 Introduce the Problem

The improvement of the times and expanded community portability have driven the require for productive and adaptable implies of transportation. Bikes have ended up the essential choice for Indonesian society due to their common sense and capacity to explore activity blockage,

especially in urban and rural ranges such as Baki, Sukoharjo. One of the foremost prevalent sorts of cruisers is the Honda Scoopy, known for its cutting edge plan and fuel proficiency.

Within the setting of progressively seriously trade competition within the car segment, companies are required to get it the variables that impact customer fulfillment in arrange to preserve client devotion. Customer fulfillment itself is affected by different factors, such as cost discernment, benefit quality, and client esteem. Cost recognition alludes to the consumer's evaluation of the arrangement between the benefits gotten and the costs caused (Angipora, 2012). Benefit quality alludes to the degree to which the administrations given meet client desires (Tjiptono, 2018). In the interim, client esteem reflects the consumer's appraisal of the enthusiastic, social, and performance-related benefits of the item or benefit devoured (Sweeney & Soutar, 2001).

Past ponders have appeared blended comes about with respect to the impact of these three factors on shopper fulfillment. A few ponders, such as those by Losung and Wenas (2022) and Ariyanti et al. (2022), show that cost recognition essentially influences customer fulfillment. In any case, diverse comes about were found by Fauzi and Sampurna (2020) and Putri (2021), who found no noteworthy impact. Comparative irregularities moreover apply to the factors of benefit quality and client esteem, showing a inquire about crevice.

In expansion, changes in buyer behavior in choosing modes of transportation after the COVID-19 widespread have gotten to be an curiously marvel. The utilize of private vehicles such as cruisers expanded essentially as a reaction to the impediments of open transportation due to the execution of wellbeing conventions (CNBC Indonesia, 2020).

Given this foundation, it is critical to conduct investigate on *"The Impact of Cost Discernment, Benefit Quality, and Client Esteem on Shopper Fulfillment of Scoopy Cruiser Items in Baki"* to supply key proposals for commerce performing artists and partners in making strides benefit quality and item esteem.

1.2 Issue Definition

Based on the foundation depicted over, the issue detailing in this investigate is as takes after:
1. Does cost discernment essentially impact buyer fulfillment with Scoopy cruiser items in Baki?
2. Does benefit quality altogether impact customer fulfillment with Scoopy bike items in Baki?
3. Does client esteem essentially impact buyer fulfillment with Scoopy bike items in Baki?
   Inquire about Targets
1. To decide the impact of cost recognition on shopper fulfillment with Scoopy cruiser items in Baki.
2. To analyze the impact of benefit quality on buyer fulfillment with Scoopy cruiser items in Baki.
3. To look at the impact of client esteem on shopper fulfillment with Scoopy cruiser items in Baki.
4.

1.3 Research Benefits

a. Practical Benefits
1. To provide input for manufacturers or Scoopy motorcycle dealers in Baki in enhancing marketing strategies based on consumer satisfaction.
2. To serve as a reference for decision-making regarding pricing, service quality improvement, and customer value creation.

b. Theoretical Benefits
1. To enrich knowledge in the field of marketing, particularly concerning the factors that influence consumer satisfaction.
2. To serve as a reference for future research in the field of marketing management.

2. Method

2.1. Price Perception

Cost recognition is the consumer's subjective assessment of the financial esteem that must be went through to get a item or benefit. Concurring to Kotler and Keller (2016), cost recognition alludes to how buyers see what they give up (cash, time, exertion) in trade for the benefits gotten from a item or benefit.

Angipora (2012) characterizes cost discernment as the sum of cash (conceivably counting a few products) required to obtain a item beside its going with administrations. Variables affecting cost recognition incorporate reasonableness, price–quality arrangement, competitiveness, and item benefits (Permatasari & Wahyuningsih, 2020).

2.2 Benefit Quality

Benefit quality alludes to the degree of brilliance in benefit as seen by clients in assembly their needs. Parasuraman et al. (as cited in Tjiptono, 2018) expressed that benefit quality comprises of five fundamental measurements: tangibles, unwavering quality, responsiveness, affirmation, and empathy.

Agreeing to Kotler (2017), benefit quality is the full characteristics of a item or benefit that back its capacity to fulfill client needs. Great and reliable benefit improves positive client discernment and reinforces dependability.

2.3. Customer Value

Customer value is the consumer's perception of the balance between the benefits received and the sacrifices made. Sweeney and Soutar (2001) define customer value as comprising four main dimensions: emotional value, social value, functional value (quality/performance), and price/value for money.

Monroe, as cited in Tjiptono (2007), emphasizes that customer value is a trade-off between perceived benefits and perceived sacrifices. Higher value leads to increased satisfaction and influences repurchase decisions.

2.4. Consumer Satisfaction

Customer fulfillment is the feeling of delight or dissatisfaction that emerges from comparing desires to the real execution of a item or benefit (Kotler, 2015). A buyer is considered fulfilled when a item or benefit meets or surpasses their desires.

Suryadana (2015) characterizes shopper fulfillment as an emotional response to the assessment of an encounter employing a item or benefit. Variables that impact fulfillment incorporate item quality, benefit, cost, and client esteem.

2.5 Past Inquire about

Teuku Bryner (2024) This ponder analyzed the impact of item quality, benefit quality, and cost on buyer fulfillment of Honda bikes in Surabaya. The comes about appeared that all three factors altogether influence buyer fulfillment, with a commitment of 94.4%.

Mella Sri Kencanawati et al. (2023)This ponder inspected the impact of cost recognition, benefit quality, offices, and item quality on client fulfillment. The discoveries uncovered that all these factors altogether influence client fulfillment.

Ahmad Yani et al. (2023) This think about assessed the impact of cost recognition, benefit quality, and believe on client dependability. The comes about appeared that all three factors emphatically and essentially impact client devotion.

Rifki Abhi Rama & Agus Sulaiman Anhary (2024) This investigate examined the impact of benefit quality and cost on shopper fulfillment at Doel Engine Workshop, Depok. The discoveries uncovered that both factors emphatically and altogether influence buyer fulfillment.

Gusti Ngurah Dwi Dharma Putra et al. (2023) This think about analyzed the impact of cost discernment, item quality, and brand picture on obtaining choices of Honda cruisers in Gianyar. The comes about demonstrated that all three factors altogether influence buy choices.

Lee & Body (2020) This think about examined energetic cost discernment and its affect on client dependability. The comes about appeared that reasonable and straightforward estimating discernments can upgrade client devotion.

Sweeney & Soutar (2001) This consider created a scale to degree seen client esteem, counting enthusiastic, social, and useful esteem. The discoveries illustrated that tall client esteem contributes to fulfillment and dependability.

2.5 Investigate Strategy

1. Inquire about Sort

This investigate could be a quantitative consider with a overview approach, where information is collected through the conveyance of surveys to consumers of the Scoopy motorbike item within the Baki region. This approach is utilized to degree the connections between factors such as cost recognition, benefit quality, client esteem, and shopper fulfillment measurably. Sugiyono (2017).

2.5.1 Populace of the Think about

The populace alludes to the complete subject or question of the ponder that has particular characteristics decided by the analyst to be considered and from which conclusions will be drawn (Djarwanto, 2018). In this think about, the population comprises of all buyers who have acquired or used the Honda Scoopy motorbike item within the Baki range, Sukoharjo. Since the overall populace isn't absolutely known (interminable populace), a uncommon approach is required to decide a representative sample estimate. Djarwanto (2018).

2.5.2 Test and Examining Procedure

A test could be a portion of the populace chosen through particular strategies and is considered to speak to the whole populace (Sugiyono, 2017). In this think about, the analyst utilized Cochran's equation to decide the test estimate since the populace isn't absolutely known. Based on the equation and a edge of mistake of 10%, the least sample size required is 100 respondents. The inspecting strategy utilized is non-probability testing with purposive inspecting procedure. This strategy was chosen since the analyst decides the criteria for the respondents, particularly those who have made buys and are commonplace with the Scoopy item in Baki. In other words, the determination of respondents is based on certain contemplations (judgment examining).

2.5.3. Information Collection Procedures

The information collection methods utilized in this think about comprise of:
Perception:
The analyst specifically watches field conditions related to cost recognition, benefit quality, and customer behavior. Arikunto, S. (2018).
Survey:
The most instrument in this investigate could be a survey using a Likert scale (1–5) to degree respondents' discernments of the ponder factors. Sugiyono (2017).
Documentation:
Collecting pertinent auxiliary information from the company's records or internal documents as well as writing references.
Writing Ponder:
The analyst too surveys hypotheses and previous ponders from different important sources as the conceptual establishment.

2.5.4 Instrument Testing

1. Legitimacy Test
The legitimacy test is utilized to degree how well an instrument (survey) can degree what it is gathered to degree. In this think about, the legitimacy test is performed utilizing the Pearson Item Minute relationship, as takes after: Djarwanto (2018), Sugiyono (2017) with the equation:
Choice Criteria:
In the event that the calculated r esteem ≥ r table at a 5% importance level, the thing is considered substantial.

In the event that the calculated r esteem < r> 0.60 → Dependable

α ≤ 0.60 → Not dependable

Cronbach's Alpha measures how reliable the things within the instrument are with each other. Arikunto (2018), Djarwanto (2018).

2.5.5 Classical Presumption Test

The classical presumption test is utilized to guarantee that the information meets the necessities for different straight relapse examination.

1. Typicality Test

This test points to decide whether the leftover information is regularly dispersed. In this consider, the Kolmogorov-Smirnov (K-S) test is utilized.

Criteria:

Sig. > 0.05 → Information is ordinarily dispersed

Sig. ≤ 0.05 → Information isn't ordinary

2. Multicollinearity Test

This test is conducted to decide on the off chance that there's a tall relationship (multicollinearity) between the free factors.

The pointers utilized are:

Fluctuation Expansion Figure (VIF) < 10> 0.1 In case the test comes about meet these criteria, at that point there's no multicollinearity. Ghozali (2017).

3. Heteroscedasticity Test

The heteroscedasticity test points to determine in the event that there's unequal change of residuals between one perception and another. In this ponder, the Glejser test is utilized by relapsing the supreme remaining values against the autonomous factors. Ghozali (2017), Sugiyono (2017).

Criteria:

Sig. > 0.05 → No heteroscedasticity

Sig. ≤ 0.05 → Heteroscedasticity happens

Investigate Factors:

Y (Subordinate Variable):

Shopper Fulfillment

X_1 (Autonomous Variable):

Cost Discernment

X_2 (Autonomous Variable):

Benefit Quality

X_3 (Autonomous Variable):

Client Esteem

2.5.5 Multiple Linear Regression Model

The general model used is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

  Y: Consumer Satisfaction
  a: Constant
  b_1: Regression coefficient for Price Perception (X_1)
  b_2: Regression coefficient for Service Quality (X_2)
  b_3: Regression coefficient for Customer Value (X_3)
  e: Error (residual error)

Steps for Relapse Test and Theory

1. F Test (Synchronous Test)
Reason:
To test whether the free factors X_1, X_2, and X_3 have a synchronous impact on Y.
Invalid Theory (Ho):
$b_1 = b_2 = b_3 = \rightarrow$ No critical impact
Elective Speculation (Ha):
At slightest one of the b's $\neq \rightarrow$ There's a noteworthy impact
Choice Criteria:
On the off chance that the Sig. esteem < 0.05, at that point Ho is rejected $\rightarrow$ The relapse show is critical.

2. t Test (Halfway Test)
Reason:
To decide the impact of each autonomous variable on shopper fulfillment.
Invalid Speculation (Ho):
$b = \rightarrow$ No critical impact
Elective Speculation (Ha):
$b \neq \rightarrow$ Noteworthy impact
Choice Criteria:
In case the Sig. esteem < 0.05, then the variable features a critical impact on Y.
Coefficient of Assurance Test (R^2)
Definition:
The coefficient of assurance (R^2) measures how much of the variety within the subordinate variable (Y), which is Shopper Fulfillment, can be clarified by the autonomous factors (X_1, X_2, X_3), which are Cost Discernment, Benefit Quality, and Client Esteem.

3. Results

3.1 Instrument Testing

3.1.1 Legitimacy Test

The legitimacy test is conducted to decide whether the survey things can precisely degree the aiming factors. In this think about, the legitimacy test employments the Pearson Item Minute relationship.

Choice criteria:
In case the calculated r-value > r-table at a 5% noteworthiness level, the thing is considered substantial.

Table of Validity Test Results

Variable	Indicator	Correlation with Total Score
Price Perception	PHI	0.903
	PH2	0.907
	PH3	0.900
	PH4	0.311
Service Quality	KPI	0.708
	KP2	0.853
	KP3	0.795
	KP4	0.820
	KP5	0.682
Customer Value	NI	0.871
	N2	0.969
	N3	0.850
	N4	0.770
Consumer Satisfaction	KKI	0.730
	KK2	0.780
	KK3	0.710
	KK4	0.685
	KK5	0.614

Legitimacy Criteria:
Based on the r table for N=100 at a 0.05 importance level (two-tailed), the basic r esteem is 0.195. All things have a relationship esteem more noteworthy than 0.195 and are noteworthy at $p < 0.05$.

Conclusion of Legitimacy Test:
The comes about of the legitimacy test appear that all things within the factors of Cost Recognition (X_1), Benefit Quality (X_2), Client Esteem (X_3), and Buyer Fulfillment (Y) have a

calculated r esteem more noteworthy than the r table esteem, demonstrating that all things are substantial and can be utilized for assist examination.

3.1.2 Reliability Test

The unwavering quality test is utilized to decide the level of consistency of the estimation instrument. The test was conducted utilizing the Cronbach's Alpha coefficient.
Criteria:
• In case $\alpha > 0.60$, the instrument is considered dependable.

Reliability Test Results:

Variabel	Cronbach's Alpha
Price Perception (X_1)	0,832
Service Quality (X_2)	0,869
Customer Value (X_3)	0,854
Consumer Satisfaction (Y)	0,841

The comes about of the unwavering quality test appear that all factors have a Cronbach's Alpha esteem more prominent than 0.60, showing that all rebellious are solid and can be utilized for assist examination.

3.2.1 Classical Assumption Test

3.2.2 Normality Test

The typicality test is utilized to decide whether the leftover information from the relapse demonstrate is regularly disseminated. In this think about, the typicality test was performed utilizing the Kolmogorov-Smirnov Test.
One-Sample Kolmogorov-SmirnovTest
For Unstandardized Residual

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,47212285
Most Extreme Differences	Absolute	,095
	Positive	,095
	Negative	-,071
Kolmogorov-Smirnov Z		,947
Asymp. Sig. (2-tailed)		,331

a. Test distribution is Normal.
b. Calculated from data.

Decision Criteria:
- If Sig. > 0.05, the data is normally distributed.

Result:
The Sig. esteem is 0.331, which is more noteworthy than 0.05, showing that the remaining information is regularly disseminated.

3.2.2 Multicollinearity Test

This test is conducted to check in the event that there's a tall relationship between the free factors. The pointers utilized are Resistance and Change Swelling Calculate (VIF).

Coefficients^a

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8,821	1,267		6,961	,000		
Price Perception	,230	,078	,279	2,949	,004	,538	1,859
Service Quality	,296	,086	,352	3,785	,000	,555	1,801
Customer Value	,221		,230	2,572	,012	,602	1,661

a. Dependent Variable: Customer Satisfaction.

Decision Criteria:

- If Tolerance > 0.1 and VIF < 10, there is no multicollinearity.

Conclusion:

There's no multicollinearity among the free factors since all Resilience values are more prominent than 0.1 and all VIF values are less than 10.

3.2.2 Heteroscedasticity Test

The heteroscedasticity test points to determine in the event that there's unequal fluctuation in residuals between perceptions. The Glejser test was utilized for this test.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,703	,799		3,382	,001
Price Perception	-,021	,049		-,422	,674
Service Quality	-,051	,049	-,058	-1,044	,299
Customer Value	-,014	,054	-,140	-,267	,790
			-,034		

a. Dependent Variable: abs_res

Choice Criteria:

In the event that the Sig. esteem > 0.05, there's no heteroscedasticity.

Conclusion:

Since the Sig. values for all factors are greater than 0.05, there's no heteroscedasticity show within the information.

In rundown, the classical presumption tests appear that the information meets the prerequisites for regression analysis:

The residuals are ordinarily dispersed.

There's no multicollinearity among the free factors.

There's no heteroscedasticity within the information.

Comes about of Classical Suspicion Tests

Comes about of Relapse Investigation and Speculation Testing

3.2.3 Depiction of the Different Direct Relapse Show

Different straight relapse investigation is utilized to decide the impact of the free factors, which comprise of:

X_1: Price Perception

X_2: Service Quality

X_3: Customer Value

on the dependent variable:

Y: Customer Satisfaction.

The multiple linear regression model obtained based on the SPSS data processing results is as follows:

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,821	1,267		6,961	,000
Price Perception	,230	,078	,279	2,949	,004
Service Quality	,296	,078	,352	3,785	,000
Customer Value	,221	,086	,230	2,572	,012

a. Dependent Variable: Customer Satisfaction

Y=8.821+0.230X1+0.296X2+0.221X3+e

Explanation:

- 8.821 = constant, meaning that if all independent variables are zero, the baseline consumer satisfaction is 8.821.
- 0.230 = for every 1-unit increase in Price Perception, consumer satisfaction increases by 0.230 units.
- 0.296 = for every 1-unit increase in Service Quality, consumer satisfaction increases by 0.296 units.
- 0.221 = for every 1-unit increase in Customer Value, consumer satisfaction increases by 0.221 units.

13.2 t-Test (Partial Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable.

Explanation:

- Price Perception (X_1): The significance value is 0.004 (< 0.05), indicating a significant effect on Customer Satisfaction. This means that the better the consumer's price perception (e.g., feeling that the price is affordable and worth the value), the higher their satisfaction.
- Service Quality (X_2): A significance value of 0.000 indicates a significant influence. This means that the more reliable and responsive the service provided, the more likely consumers are to feel satisfied.
- Customer Value (X_3): This variable has the strongest statistical influence (Sig. = 0.012). It shows that the emotional, social, and functional value perceived by consumers from the product greatly contributes to their satisfaction.

13.3 F-Test (Simultaneous Test)

The F-test is conducted to determine whether all independent variables simultaneously have a significant effect on the dependent variable.
F-Test Results:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	251,243	3	83,748	37,473	,000[b]
	Residual	214,547	96	2,235		
	Total	465,790	99			

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

Interpretation:

Since the noteworthiness esteem is less than 0.05, it can be concluded that Cost Discernment, Benefit Quality, and Client Esteem at the same time have a critical impact on Client Fulfillment Meaning:

- o Collectively, the three autonomous factors in this think about are able to altogether clarify changes in client fulfillment.
- o This infers that in case a company needs to comprehensively move forward client fulfillment, it must actualize an coordinates methodology that addresses cost recognition, benefit change, and the creation of client esteem.

13.4 Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,734[a]	,539	,525	1,495

a. Predictors: (Constant), Customer Value, Service Quality, Peice Perception

interpretation:

R^2 = 0.539 → 53.9% of the variety in shopper fulfillment can be clarified by the three autonomous factors.

The remaining 46.1% is affected by other variables not included within the demonstrate (e.g., brand picture, advancements, area, etc.).

4. Discussion

4.1 The Influence of Price Perception on Consumer Satisfaction

The halfway test comes about appear that Cost Recognition (X_1) includes a positive and critical impact on Customer Fulfillment (Y), with a centrality esteem of 0.004 (< 0.05). This implies that the superior the consumer's recognition of the Scoopy bike cost, the higher the fulfillment they feel.

This finding adjusts with the hypothesis put forward by Kotler and Keller (2016), which states that a reasonable cost discernment makes client fulfillment since shoppers feel that the benefits they get are in line with the penances they make. Angipora (2012) moreover emphasizes that when shoppers see the cost of a item as being in agreement with the quality they get, they tend to feel fulfilled and faithful to the item.

This finding is reliable with the investigate by Losung and Wenas (2022), which found that cost recognition altogether impacts buyer fulfillment within the car item division. Furthermore, Ariyanti et al. (2022) concluded that reasonable and competitive cost recognitions can upgrade seen esteem and eventually increment client fulfillment.

Be that as it may, this finding negates the comes about of ponders by Putri (2021) and Fauzi & Sampurna (2020), who expressed that cost discernment does not continuously specifically affect fulfillment, particularly when customers put more accentuation on enthusiastic variables or brand over cost.

Hence, in the setting of this ponder, it can be concluded that cost discernment is still an critical figure in affecting customer fulfillment, especially for cruiser customers within the Baki range, who by and large consider the benefits and reasonableness in their obtaining choices.

4.1.1 Research Implications

Based on the comes about of this consider, a few down to earth and hypothetical suggestions can be considered:

4.1.2 Viable Suggestions

1. For Scoopy Cruiser Merchants in Baki
Merchants can utilize these discoveries as a premise for setting promoting techniques. Since cost recognition impacts fulfillment, it is critical to set costs that are straightforward, competitive, and adjusted with the quality of the item, so customers feel their buy is beneficial.
2. Change of Benefit Quality
Since benefit quality altogether influences fulfillment, merchants ought to center on moving forward angles such as the speed of benefit, staff invitingness, and the consolation of holding up zones.
3. Upgrading Client Esteem
Merchants ought to too consider the enthusiastic and social esteem experienced by clients. For illustration, advertising appealing rewards, personalized communication, or dependability programs can make clients feel more acknowledged and persuaded to remain faithful.
4. Integrator Technique
Since all factors have a concurrent impact, showcasing procedures ought to be integrator, not fair centering on one viewpoint (such as moo cost), but moreover upgrading by and large benefit and client encounter.

4.1.3 Hypothetical Suggestions

1. Fortifying Showcasing Models
This think about fortifies Kotler and Keller's hypothesis that client fulfillment isn't as it were decided by the product but is additionally affected by components like esteem and cost recognition.
2. Scholastic Commitment
This study contributes to promoting ponders, especially within the nearby car industry, by appearing that the combination of these three key factors can essentially anticipate client fulfillment ($R^2 = 68.5\%$).
3. Nearby Setting Significance

This result too appears that worldwide showcasing speculations stay important in a nearby setting (the Baki region), recommending that worldwide hypotheses can be adjusted to the acquiring behavior of Indonesian customers, who tend to be more levelheaded when buying vehicles.

4.2 The Influence of Service Quality on Consumer Satisfaction

The fractional test comes about appear that the Benefit Quality variable (X_2) encompasses a positive and noteworthy impact on Shopper Fulfillment (Y), with a noteworthiness esteem of 0.000 (< 0.05). This implies that the superior the benefit quality given by the Scoopy cruiser merchant in Baki, the higher the fulfillment felt by the clients.

This result underpins the hypothesis of Parasuraman, Zeithaml, and Berry in Tjiptono (2018), which states that benefit quality comprises of five fundamental measurements:
tangibles, unwavering quality, responsiveness, affirmation, and empathy. If these five measurements are ideally met, it'll make tall client fulfillment.

In line with this hypothesis, Kotler and Keller (2016) emphasize that benefit quality is an fundamental portion of a company's separation technique since amazing benefit encounters can upgrade client devotion and fulfillment.

This ponder moreover fortifies the discoveries of Kencanawati et al. (2023), which state that benefit quality altogether impacts client fulfillment, particularly within the benefit and retail segments. So also, the discoveries of Rama & Anhary (2024) who investigated motorcycle workshops appear that benefit quality is one of the most determinants of client fulfillment within the car field.

The suggestion is that the merchants in Baki require to preserve and move forward benefit quality in every aspect of client interaction—ranging from item clarification, exchange prepare, after-sales benefit, to representative states of mind. Quick, neighborly, and proficient benefit will reinforce client believe and fulfillment.

Alternately, lethargic or neglected benefit desires can lead to dissatisfaction, eventually lessening shopper loyalty. Therefore, great benefit isn't simply an expansion, but a key component in building long-term connections with clients.
Implications of Service Quality on Consumer Satisfaction
Down to earth Suggestions

1. Advancement of Client Benefit
Since benefit quality altogether influences fulfillment, Scoopy bike merchants in Baki must ceaselessly make strides benefit angles such as staff invitingness, convenience of benefit, item data clarity, and consolation of holding up offices.
2. Preparing and Standardization of Human Assets
Representatives who straightforwardly connected with clients ought to get standard preparing in communication, sympathy, and item information. Usually in line with the sympathy and

affirmation measurements within the SERVQUAL hypothesis, which decide client fulfillment (Parasuraman et al. in Tjiptono, 2018).

3. After-Sales Benefit as Included Esteem

Merchants can improve devotion and fulfillment by giving proficient after-sales administrations, such as benefit updates, save portion rebates, and responsive complaint administrations.

4. Intermittent Assessment of Benefit Quality

It is prescribed to conduct normal client fulfillment studies to survey benefit execution and alter to the advancing needs and desires of clients.

Hypothetical Suggestions

1. Affirmation of Benefit Quality Hypothesis

This think about affirms the SERVQUAL hypothesis that non-material benefit measurements (responsiveness, compassion, unwavering quality) play an critical part in forming buyer fulfillment.

2. Pertinence to the Neighborhood Setting

Within the setting of Baki's community, quick, inviting benefit that touches on passionate perspectives of clients has been appeared to have a noteworthy affect on fulfillment, demonstrating that benefit quality hypothesis remains significant in both rural and non-metropolitan regions.

4.3 The Influence of Customer Value on Consumer Satisfaction

The halfway test comes about appear that the Client Esteem variable (X_3) encompasses a positive and critical impact on Buyer Fulfillment (Y), with a importance esteem of 0.000 (< 0.05). This demonstrates that the higher the esteem seen by customers—whether passionate, social, or functional—the higher their fulfillment with the Scoopy cruiser item.

This finding bolsters the hypothesis by Sweeney and Soutar (2001), which states that client esteem incorporates passionate esteem (sentiments of pride and fulfillment), social esteem (picture or social status), and utilitarian esteem (quality and unwavering quality of the item). All three measurements play a vital part in forming the consumer's last assessment of their encounter.

Within the case of the Scoopy bike, client esteem may stem from its in vogue plan, fuel proficiency, as well as consolation and ease of riding. When shoppers feel that the Scoopy bike reflects their character and provides most extreme benefits in line with the cost paid, fulfillment tends to extend.

This finding is steady with the investigate by Putra et al. (2023), which states that client esteem essentially impacts obtaining choices and buyer fulfillment in buying Honda cruisers in Gianyar. Essentially, the discoveries of Lee & Body (2020) emphasize the significance of seen esteem in upgrading devotion and fulfillment within the setting of universal customers.

As the variable with the most noteworthy impact in this consider (B coefficient = 0.221), customer esteem could be a key determinant in forming the overall discernment shoppers have of

their encounter. Hence, this viewpoint ought to be a key center for both producers and merchants.

Suggestions of Client Esteem on Customer Fulfillment
Viable Suggestions
1. Center on Client Involvement
Merchants and producers got to construct a client encounter that's not as it were useful but moreover passionate. For occurrence, advancements focusing on the way of life of youthful individuals or youthful families, who are the essential section for the Scoopy bike.
2. Improve Item Picture and Brand Personality
Since social esteem plays a part, it is imperative for the company to fortify the Scoopy brand picture as not as it were an effective but moreover a "classy" and stylish cruiser.
3. Significant Bundling and Advancement
Plan advancements, computerized highlights, and after-sales administrations custom fitted to mechanical trends can increment both the utilitarian and passionate esteem of the item within the eyes of clients.
Hypothetical Suggestions
1. Fortifying the Client Esteem Demonstrate
This think about underpins the client esteem show by Sweeney & Soutar, appearing that non-material viewpoints enormously impact buyer decisions and fulfillment, indeed in utilitarian items like bikes.
2. Commitment to Nearby Writing
Within the neighborhood setting (shoppers in Baki), client esteem remains a significant component, fair because it is in big cities. This appears that customers in rural regions are too touchy to enthusiastic benefits and item picture.

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