

JIM UPB
Jurnal Program Studi Manajemen
Universitas Putera Batam Vol.11 No.2

FACTORS AFFECTING CUSTOMER SATISFACTION AT AHASS MOTORCYCLE WORKSHOP IN BANTUL AREA

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Abstract

This study examines the factors influencing consumer satisfaction at the AHASS motorcycle repair shop in the Bantul area of Yogyakarta. Service quality, facilities, and product quality are hypothesized to influence customer satisfaction. This study uses quantitative methods. The primary data is collected through questionnaires to 160 consumers who have used repair or replacement services for their motorcycle parts at the AHASS repair shop in the Bantul area of Yogyakarta. The data in this study were processed using the SPSS analysis tool with multiple linear regression techniques. The results showed that service quality, facilities, and product quality positively and significantly affected customer satisfaction.

Keywords: service quality, facilities, product quality, customer satisfaction.

INTRODUCTION

The number of motorcycles in Indonesia has increased. Data shows an increase in motorcycles in Indonesia from 2017 to 2021 (Central Bureau of Statistics, 2022). From 2017 to 2018, motorcycle vehicles increased by 6,636,740 units. From 2018 to 2019, there was an increase of 5,934,151 units. Furthermore, from 2019 to 2020, there was an increase of 2,251,903 units. Likewise, from 2020 to 2021, there will be an increase of 6,185,265 units. Complete information can be seen in Table 1

Table 1. The Number of Motorcycle Vehicles in 2017-2021 in Indonesia

Year	Total
2017	100,200,245 Unit
2018	106,836,985 Unit
2019	112,771,136 Unit
2020	115,023,039 Unit
2021	121,209,304 Unit

Motorcycle companies provide services by opening workshops to serve and facilitate consumers who have purchased their assembled motorcycles (Wibisono & Achsa, 2021). The same is true for PT Astra Honda Motor. They provide services by opening an official workshop under the name Honda Authorized Service Station (AHASS) to serve the care and maintenance of their customers' bicycles.

Official workshops that the company has provided are required to provide repair and replacement services for motorcycle vehicle parts to support business success and

success (Wibisono & Achsa, 2021). However, in reality, only some AHASS have the same workshop productivity. The number of consumers who visit to maintain or replace spare parts at each AHASS workshop differs. According to Yuwono & Yuwana (2017), a company's success in competing can be achieved by meeting consumer satisfaction. Consumer satisfaction is the level of feeling consumers feel after comparing with what is expected (Efendi et al., 2020). Therefore, it is interesting to research customer satisfaction in the AHASS workshop.

In this study, there are two types of variables, namely, the independent variable and the dependent variable. The independent variables in this study consisted of service quality (X1), facilities (X2), and product quality (X3). The dependent variable in this study is customer satisfaction (Y). Previous research has investigated the relationship between service quality and customer satisfaction, showing that the relationship between the two variables is positive and significant (Efnita, 2017) and Nisrina et al. (2019). Likewise, previous studies investigated the relationship between product quality and consumer satisfaction, which showed that the relationship between the two variables was positive and significant. Nuristiqomah et al. (2020) and Efendi et al. (2020). Finally, previous research studies show that facilities have a positive and significant effect on customer satisfaction at AHASS Astra Motor Wibisono & Achsa (2021) and Lotus Garden Hotel & Resort Kediri Purnomo et al. (2021).

Although the relationship between service quality, facilities, and product quality with customer satisfaction has been investigated, there are still inconsistent results. Research by Kasinem (2020) shows that service quality has no significant effect on consumer satisfaction. Furthermore, Asti & Ayuningtyas (2020) research shows that product quality has no significant effect on consumer satisfaction at Oto Bento Restaurant. Therefore, this study examines the quality of services, facilities, and product quality on customer satisfaction in the AHASS workshop area in Bantul. In addition, according to the author's knowledge, the research model used in this study has not found similar research in the context of the AHASS workshop in the Bantul area of Yogyakarta.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Influence of service quality on customer satisfaction

Service quality is a real action taken to consumers by what consumers expect (Yuwono & Yuwana, 2017). Previous research has shown that service quality affects customer satisfaction. For example, Efnita (2017) shows a positive and significant influence between service quality and customer satisfaction at CV. Field model. Likewise, research conducted by Nisrina et al. (2019) states that there is a positive and significant influence between service quality on customer satisfaction at PT. Dakota Cargo Sukabumi Branch.

In the context of this research, consumers who repair or replace spare parts at the AHASS workshop and then get quality service in the form of technical consulting services from Honda motorcycle expert mechanics (service advisors) will tend to feel satisfied. In addition, the ability of employees to serve appropriately and the speed with which employees deliver services can also make them more likely to feel satisfied. Therefore, the researcher formulated the first hypothesis in this study as follows:

H1: Service quality positively affects customer satisfaction at the AHASS Workshop.

The Influence of Facilities on customer satisfaction

Facilities are something physical that has been provided so that it can be offered to consumers (Fakhrudin, 2021). Previous research has shown that facilities affect customer satisfaction. For example, research conducted by Wibisono & Achsa (2021) shows that there is a positive and significant influence between facilities on customer satisfaction of AHASS Astra Motor Kedungsari Magelang. Likewise, Purnomo et al. (2021) research showed a positive and significant influence between facilities on customer satisfaction at the Lotus Garden Hotel & Resort Kediri.

Consumers who use repair or spare parts replacement services at AHASS workshops and get facilities such as a comfortable waiting room will tend to feel satisfied. In addition, the completeness of furniture, such as a TV in the waiting room and a good layout, can also make them feel satisfied. Therefore, the researcher formulated the second hypothesis in this study as follows:

H2: Facilities positively affect customer satisfaction at the AHASS Workshop.

The Influence of product quality on consumer satisfaction

Product quality is the totality of features and characteristics of a product or service depending on the ability to satisfy the needs expressed or implied in the minds of consumers (Efendi et al., 2020). Previous research has shown that product quality affects consumer satisfaction. For example, Nuristiqomah et al. (2020) research show a significant effect between product quality and consumer satisfaction of Telkomsel's sympathy prepaid card users. Likewise, Efendi et al. (2020) research shows a significant positive effect between product quality and consumer satisfaction with my egg rolls at Adam Malik's Fun Taste Street Medan. However, Asti & Ayuningtyas (2020) research shows the opposite result that product quality has no significant effect on consumer satisfaction at Oto Bento Resto Villa Nusa Indah.

In the context of this research, consumers who replace spare parts at AHASS workshops then get product quality, such as guaranteed original spare parts provided so that the durability of the motorbike is maintained so that they will feel satisfied. Therefore, we formulate the third hypothesis in this study as follows:

H3: Product quality has a positive effect on customer satisfaction at the AHASS Workshop

METHODS

This study uses a quantitative approach. The data collection technique used in this research is the survey technique. The survey technique is a method of collecting primary data obtained by giving questions to respondents (Jogiyanto, 2013). The questionnaire in this study was distributed to respondents online using Google Forms. The unit of analysis in this study is the individual who uses the repair or replacement of spare parts at the AHASS workshop in the Bantul area of Yogyakarta. The time dimension in this study is cross-sectional. Cross-sectional is a study conducted using data that is only collected once to answer research questions (Sekaran & Bougie, 2017). The population in this study were AHASS consumers in the Bantul area of Yogyakarta. The purposive sampling method used in this study with the criteria of consumers being at least 17 years old, having Honda motorcycles, and consumers who had used repair or replacement services at the AHASS repair shop in the Bantul area at least one time. The number of samples in this study was 160 respondents. The number was determined

according to the statement from Roscoe (1975) in Sekaran & Bougie (2017). The sample size of more than 30 and less than 500 is correct for most studies.

RESULTS AND DISCUSSION

Respondent Profile

The total number of respondents is 160 people. Based on gender, most respondents were 89 women (56%). Regarding age, most respondents were 17-25 years old, with 63 people (39%). Based on the level of education, most respondents mostly have the last education level of SMA/SMK, with a total of 114 (71%). Furthermore, the majority of respondents in this study were private employees, with a total of 67 people (42%). Finally, most consumers (75 people) visited the AHASS workshop 2 – 3 times.

Validity dan Reliability Testing

The basis for deciding on the validity test in this study is to compare the calculated r-value with the r table. The value of the r table is calculated using the formula degree of freedom (df) = n (number of samples) – 2 with a significant level of 0.05. The statement item or indicator is valid if the calculated r-value is greater than the r-table and has a positive value (Ghozali, 2009). In this study, the r table value was set at 0.155, so an indicator is valid if the Pearson correlation value is > 0.155.

The complete information can be seen in table 1. The r-count value of the variable items of service quality, facilities, product quality, and customer satisfaction is greater than r table 0.155. Thus, all statement items in this study are declared valid

Table 2. Validity Test Results

Variab le	Instru ment	r _{hitung}	r _{tabel}	Resul ts
Service quality	X1.1	0,813	0,155	Valid
	X1.2	0,817	0,155	Valid
	X1.3	0,713	0,155	Valid
	X1.4	0,794	0,155	Valid
	X1.5	0,858	0,155	Valid
	X1.6	0,796	0,155	Valid
	X1.7	0,741	0,155	Valid
	X1.8	0,792	0,155	Valid
	X1.9	0,665	0,155	Valid
	X1.10	0,806	0,155	Valid
Faciliti es	X2.1	0,815	0,155	Valid
	X2.2	0,823	0,155	Valid
	X2.3	0,798	0,155	Valid
	X2.4	0,832	0,155	Valid
	X2.5	0,799	0,155	Valid
	X2.6	0,718	0,155	Valid
	X2.7	0,719	0,155	Valid
	X2.8	0,787	0,155	Valid
	X2.9	0,780	0,155	Valid
X3.1	0,782	0,155	Valid	
X3.2	0,783	0,155	Valid	
X3.3	0,758	0,155	Valid	

Product Quality	X3.4	0,865	0,155	Valid
Quality	X3.5	0,865	0,155	Valid
	X3.6	0,788	0,155	Valid
	X3.7	0,841	0,155	Valid
Customer Satisfaction (Y)	Y.1	0,841	0,155	Valid
	Y.2	0,898	0,155	Valid
	Y.3	0,865	0,155	Valid

A questionnaire is reliable if the Cronbach Alpha value is > 0.60 (Sekaran & Bougie, 2017). Questionnaire items in the study consisted of 10 statement items regarding service quality, 9 statement items regarding facilities, six statements regarding product quality, and 3 statement items regarding customer satisfaction. It can be seen in Table 3 in the Cronbach Alpha column on the statement items of the variable quality of service, facilities, product quality, and customer satisfaction which have a Cronbach Alpha value > 0.60 . Therefore, all the items in the variable statement in this study are reliable.

Table 3. Reliability Test Result

Variable	item	Cronbach Alpha	Critical Value	Results
Service Quality	X1.1	0,917	0,60	Reliable
	X1.2	0,916	0,60	Reliable
	X1.3	0,923	0,60	Reliable
	X1.4	0,918	0,60	Reliable
	X1.5	0,914	0,60	Reliable
	X1.6	0,918	0,60	Reliable
	X1.7	0,924	0,60	Reliable
	X1.8	0,918	0,60	Reliable
	X1.9	0,926	0,60	Reliable
	X1.10	0,917	0,60	Reliable
Facilities	X2.1	0,911	0,60	Reliable
	X2.2	0,911	0,60	Reliable
	X2.3	0,913	0,60	Reliable
	X2.4	0,910	0,60	Reliable
	X2.5	0,913	0,60	Reliable
	X2.6	0,918	0,60	Reliable
	X2.7	0,918	0,60	Reliable
	X2.8	0,913	0,60	Reliable
	X2.9	0,914	0,60	Reliable
Product Quality (X3)	X3.1	0,877	0,60	Reliable
	X3.2	0,881	0,60	Reliable
	X3.3	0,880	0,60	Reliable
	X3.4	0,858	0,60	Reliable
	X3.5	0,858	0,60	Reliable
	X3.6	0,874	0,60	Reliable
Customer Satisfaction (Y)	Y.1	0,806	0,60	Reliable
	Y.2	0,729	0,60	Reliable
	Y.3	0,778	0,60	Reliable

The Hypothesis Testing Results

The data processing results using SPSS show that all hypotheses in this study are supported. The results of hypothesis testing show that service quality positively affects customer satisfaction ($\beta = 0.036$, $p = 0.036 < 0.05$). Thus, hypothesis one (H1) in this study is supported. This result shows how important the role of the quality of service provided to consumers is. Service quality is a driving factor for customer satisfaction. When consumers feel satisfied, consumers tend to visit again. This statement supports the results of Putera & Wahyono's research (2018), which shows that service quality affects service loyalty through customer satisfaction. This study's results align with previous research conducted by Efnita (2017) on wedding organizer CV. Modelman and Nisrina et al. (2019) at the shipping company PT. Dakota Cargo Sukabumi Branch.

The results of this study indicate that the facility has a positive effect on customer satisfaction ($\beta = 0.111$, $p = 0.002 < 0.05$). Thus, the second hypothesis (H2) in this study is supported. These results indicate a positive and significant influence of facilities on customer satisfaction. Consumers who repair or replace spare parts at the AHASS workshop easily get good and comfortable facilities so that they will feel satisfied. This study's results align with previous studies by Wibisono & Achsa (2021) at AHASS Astra Motor Kedungsari and Purnomo et al. (2021) at Hotel Lotus Garden & Resort Kediri.

Furthermore, the results of this study indicate that product quality positively affects consumer satisfaction ($\beta = 0.147$, $p = 0.002 < 0.05$). Thus, the third hypothesis (H3) in this study is supported. This result shows that good product quality will increase customer satisfaction. Thus, the third hypothesis (H3) in this study is supported. If consumers who replace spare parts at the AHASS workshop get good product quality and guaranteed authenticity from the original spare parts provided, they will be satisfied. This study's results align with those of previous studies conducted by Finthariasari et al. (2020) and Efendi et al. (2020). The results of hypothesis testing can be seen in table 4.

Table 4. Hypothesis Testing Results

Hypothesis	Coefficients of regression	Sig.	Results
Service Quality - CS	0,069	0,036	Supported
Facilities- CS	0,111	0,002	Supported
Product Quality- CS	0,147	0,002	Supported

CS: Customer Satisfaction

CONCLUSION

The results of this study provide theoretical implications for the development of studies related to the factors that influence consumer satisfaction in the field/workshop industry, which so far have yet to be widely studied in the Bantul area. In addition, this study proves that service quality, facilities, and product quality influence customer satisfaction. The results of this study provide input to managers and heads of AHASS workshops to improve service quality by providing services as promised. In addition,

in terms of facilities, they should pay attention to the functions of the rooms that have been designed, layout such as well-organized interiors, and equipment or furniture such as goods storage areas for consumers so that consumers do not feel afraid of losing their goods while in the AHASS workshop. Regarding product quality, they should pay attention to the product's performance and the Standard Operational Procedure (SOP) regarding the proportion and suitability of the products sold to consumers.

The number of respondents in the study was 160 people. Of course, more is needed to describe the actual situation. Future research is expected to use a larger sample to obtain better research results and provide a more realistic picture of customer satisfaction. In addition, the analysis of this research model can only explain 55.1% of customer satisfaction, while the remaining 44.9% is by other variables outside this study. Therefore, for further research, it is necessary to conduct research by developing or adding other variables besides the variables that have been studied in this study.

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