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Effect on Quality of Service on Customer Satisfaction in Auto 2000 Branch Bintaro

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Abstract. *This study aims to determine the effect of Service Quality on Customer Satisfaction at PT. Auto 2000 Bintaro Branch. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research variable Service Quality obtained an average score of 3,415 with good criteria. The Customer Satisfaction variable obtained an average score of 3.846 with good criteria. Service Quality has a positive and significant effect on Customer Satisfaction with the regression equation $Y = 10.053 + 0.828X$, and the correlation coefficient value of 0.767 or has a strong level of relationship with a determination value of 58.9%. Hypothesis testing obtained a significance of $0.000 < 0.05$.*

Keywords: *Service Quality, Customer Satisfaction.*

1. INTRODUCTION

As the business world develops, the success of a company is not only in the value of how much it gets, but also how to retain these customers and how the quality of service provided by employees to customers. In marketing it is known that after a customer makes a purchase decision, there is a process called customer satisfaction and dissatisfaction, which lies in the relationship between customer expectations and the results received from the product / service.

Customer satisfaction will be fulfilled if the process of delivering products or services to customers is in accordance with what the customer wants. Various factors such as; (1) trust, (2) psychological condition (customers and product / service providers), (3) external environmental conditions, (4) services delivered to customers. sinta.ukdw.ac.id If the customer is satisfied, then the customer will return to buy / use the company's products / services and that is where the consequences for the repurchase value are. Loyal customers and will benefit from this condition, namely getting loyal customers who at the same time help promote the company. Companies that tend to think negatively and do not expect change will certainly encounter many difficulties in dealing with their operations. The problem is, is the service according to the customer that affects the interest of the customer to re-subscribe.

Kotler and Keller (2011: 6) "Marketing management as the art and science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating common customer value." Basically every company or organization in

carrying out various activities such as selling a product or service cannot be separated from marketing. Likewise PT. Auto 2000 Bintaro Branch in marketing its products and services,

which PT. Auto 2000 Bintaro Branch is a company engaged in the automotive sector. PT. Auto 2000 Bintaro Branch sells its products in the form of cars and spare parts, there are also services provided are car maintenance, car service, and new car sales. The company has aftersales in car sales. The better the service provided by PT. Auto 2000 Bintaro Branch in marketing its services, will have an impact on higher sales levels for the company.

The amount of competition in the automotive sector has made PT. Auto 2000 Bintaro Branch plans a good marketing strategy, which requires the company to provide the right and fast solutions according to customer needs and desires. So that customers are satisfied and will persist to subscribe. Therefore the company must establish good relationships with customers for a long time.

Another factor that can affect customer satisfaction for returning visits is the company's ability to handle various kinds of complaints. Complaints from customers will be very beneficial for the progress of the company, because it is used as a benchmark for how and what should be done by the company to stabilize customers in order to survive and become regular customers.

According to Fandy Tjiptono (2012: 152), "Quality is a dynamic state related to products, services, people, processes and the environment that meet or exceed expectations". So that the definition of service quality can be interpreted as an effort to meet the needs and desires of customers as well as the accuracy of its delivery in balance with customer expectations." Quality is conformity with market or consumer needs. Abubakar & Siregar, 2010: p. 2)

According to Kotler (2012: 49) states that quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. According to Gronroos (in Ratminto, 2011: 2): "Service is an activity or a series of activities that are invisible to the eye (not palpable) that occur as a result of interactions between customers and employees or other matters provided by the service provider organization to solve consumer or customer problems ". According to Walker, et al. (2010: 35) "customer satisfaction can be defined as a situation in which the needs, wants, and expectations of customers can be met through the products consumed".

It can be seen from the number of promotions given and the number of marketing departments that must have an effective strategy in attracting customers so that customers are satisfied with what is being marketed and increase sales. Thus the company and the survival of the company become progressive and the continuity of the company is guaranteed and in other words it will affect the welfare level of the company's employees.

The marketing process can be applied to more than just goods and services. However, it is important to emphasize that marketing does not start with a product or service offering, but with a search for opportunities in the market. Service quality depends on company employees being able to implement excellent service well so as to ensure the success of customer satisfaction.

At PT. Auto 2000 Bintaro Branch there are complaints or inconveniences received by customers in terms of services provided by the company. Starting from how the ability of employees to do their job is less satisfying. So that customers feel dissatisfied plus the responsiveness of employees is a bit slow which makes customers less satisfied. The services provided by PT. Auto 2000 Bintaro Branch is still considered not meeting the standards desired by customers who wish to use the service.

Therefore, existing services become a benchmark for companies to re-evaluate and provide newer and more desirable services to customers. So that the services provided can achieve customer satisfaction well. For this reason, the company certainly wants satisfaction to be the main measure in satisfying customers who come and use the services of the company.

Table 1.1
Data on the number of customer complaints for Toyota Car Service
PT.Auto 2000 Cabang Bintaro

Month	The services provided are not as expected	Employee responsiveness	Employee response	Total
Maret	5	3	6	14
April	2	3	3	8
Mei	5	2	2	9
Juni	4	3	5	12
July	3	4	4	11
Agustus	5	6	7	18

From the statement table above that there are still some employees who have not mastered excellent service properly and there are still many complaints from customers about employee responsiveness and employee response to customers. Service quality that has not reached excellence can affect customer satisfaction to re-subscribe

Tabel 1.2
Data on Number of Toyota Car Service Customers
PT. Auto 2000 Bintaro Branch

Month	Car Unit Daily Service	Target of the Day	Number of Customers in 1 month
March	25	30	750
April	25	30	750
Mei	27	30	810
June	24	30	720
July	28	30	840
August	20	30	600

It is known that the data on the number of customers who service cars at PT. Auto 2000 Bintaro Branch shows that there is fluctuating data where there is an increase and decrease in the number of customers based on data in March 2019 - August 2019. However, in August 2019 there was a significant decrease compared to other months, namely only 20 customers in one days. According to Philip Kotler and Kevin Lane Keller (2010: 177), quoted from the book Marketing Management says that "Customer satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance"

Customer satisfaction is very important for the company as a reference for the company whether the services provided have reached customer expectations, so that customer interest in returning to use the service is very strong. And it can be seen from how the customer behavior in responding to the services provided by the company.

From the description above, the authors are interested in taking the title: "The Effect of Service Quality on Customer Satisfaction at PT. Auto 2000 Bintaro Branch (Case Study on Car Service Customers) "

3. RESEARCH METHODS/METHODOLOGY

The population in this study amounted to 96 respondents PT. Auto 2000 Bintaro Branch Mechanical sampling in this study is sample saturated, where all members of the,

population. The sample in this study samples used amounted to 96 respondents. The type of research used is associative, where the goal is to find out or find

the relationship between the independent variable and the dependent variable. In analyzing the data used to test the validity, reliability testing, analysis regression simple linear, analytical coefficient of correlation, analysis of the coefficient of determination and testing hypotheses.

4. RESULTS AND DISCUSSION

4.1. Descriptive Analysis

In this test, it is used to determine the highest minimum and maximum score, the rating score and the standard deviation of each variable. The results are as follows:

Table 1. Results of Descriptive Statistics Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Quality of Service (X1)	96	28	44	34.15	3,855
Customer Satisfaction (Y)	96	29	49	38.46	4,180
Valid N (listwise)	96				

Service quality is obtained variance is a minimum of 28 and a variance of maximum 44 with rating score of 3.415 with standard deviation of 3.855. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria. Customer Satisfaction obtained a minimum variance of 29 and a maximum variance of 49 with a rating score of 3.846 with a standard deviation of 4.180. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

4.2. Verification Analysis

This analysis aims to determine the effect of the independent variable on the dependent variable. The test results are as follows:

a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Test Results

Model	Coefficients^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10,053	2,464		4,079	.000
Quality of Service (X)	.828	.072	.767	11,599	.000

Based on the test results in the table above, the regression equation $Y = 10.053 + 0.828 X$ is obtained. From this equation it is explained as follows:

- 1) A constant of 10.053 means that if the Service Quality is not available, there is a Customer Satisfaction value of 10.053 points.
- 2) Service Quality regression coefficient of 0.828, this figure is positive, meaning that every time there is an increase in Service Quality of 0.828 points, Customer Satisfaction will also increase by 0.828 points.

b. Correlation Coefficient Analysis

Correlation coefficient analysis intended to determine the strength of the relationship of the independent variables on the dependent variable. The test results are as follows:

Table 3 . Correlation Coefficient Test Results Service Quality Of Customer Satisfaction
Correlations^b

		Quality of Service (X1)	Customer Satisfaction (Y)
Quality of Service (X1)	Pearson Correlation	1	.767 **
	Sig. (2-tailed)		.000
Customer Satisfaction (Y)	Pearson Correlation	.767 **	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.767 means that Service Quality has a strong relationship to Customer Satisfaction .

c. Analysis of the coefficient of determination

The analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable . The test results are as follows:

Table 4. Coefficient Determination Test Results Service Quality Of Customer Satisfaction .
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.589	.584	2,695

Based on the test results, it was found that the determination value was 0.589, meaning that the Service Quality had an influence contribution of 58.9% on Customer Satisfaction , while the remaining 41.1% was influenced by other factors that were not carried out by the research .

d. Hypothesis testing

Hypothesis testing with the t test is used to determine which hypothesis is accepted.

Hypothesis formulation : There is a significant influence between Service Quality on Customer Satisfaction .

Table 5. Hypothesis Test Results Service Quality Of Customer Satisfaction .

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10,053	2,464		4,079	.000
Quality of Service (X)	.828	.072	.767	11,599	.000

Based on the test results in the table above, the value of t count > t table or (11.599 > 1.986), thus the hypothesis that there is a significant effect only between the Quality of Service to the Customer Satisfaction accepted.

4. DISCUSSION

1. Respondents' Answer Conditions of Service Quality Variable

Based on the respondents' answers, the Service Quality variable obtained a rating score of 3,415 in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Conditions of Respondents' Answers to Customer Satisfaction Variables

Based on the respondents' answers, the variable Customer Satisfaction obtained a rating score of 3.846 in the scale range from 3.40 to 4.19 with good or agree criteria.

3. Influence of Service Quality Of Customer Satisfaction

Service Quality has a significant effect on Customer Satisfaction with the regression equation $Y = 10.053 + 0.828 X$, the correlation value is 0.767 or has a strong relationship with the contribution of the effect of 58.9%. Testing the hypothesis obtained by value $t_{count} > t_{table}$ or $(11.599 > 1.986)$. Thus the hypothesis that there is a significant effect between the Quality of Service to the Customer Satisfaction accepted.

CONCLUSION

The service quality variable obtained a rating score of 3,415 in the scale range from 3.40 to 4.19 with good or agree criteria. The customer satisfaction variable obtained a rating score of 3,846 in the scale range from 3,40 to 4,19 with good or agree criteria. Service Quality has a significant effect on Customer Satisfaction with the regression equation $Y = 10.053 + 0.828 X$, the correlation value is 0.767 or strong and the influence contribution is 58.9% while the remaining 41.1% is influenced by other factors. Hypothesis test obtained by value $t_{count} > t_{table}$ or $(11.599 > 1.986)$.

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