

The Effect of Service Quality on Consumer Satisfaction Purchasing Motorcycles at CV. Central Sulawesi Motor Palu

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ABSTRACT

Marketing is a business function that seeks to identify unmet consumer wants and needs, measure how big it is, determine the target market and which position is best served by the company, and determine the appropriate range of products, services, and programs to serve that market. The management in each company is also required to increase and maintain existing customers. Customer satisfaction is one of the determinants of customer loyalty. This study aims to explain the causal relationship between customer satisfaction and the variables that include service quality variables. Furthermore, it describes the quality of service on consumer satisfaction purchasing motorcycles at CV. Central Sulawesi Motor Palu. The sample of this research is 50 respondents with an accidental sampling technique. The analytical method used is descriptive analysis and multiple regression analysis. The results of the study conclude that service quality, from each dimension of tangibles (direct evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (attention), both simultaneously and partially have a significant effect on consumer purchasing satisfaction—motorcycles on a CV. Central Sulawesi Motor Palu.

Keywords – Service quality; Satisfaction; Consumer

INTRODUCTION

Advances in technology have caused the business world to experience rapid growth with the emergence of various companies trying to create products (goods and services) to meet consumer needs. On the other hand, product competition is also rapid. This condition leads the company towards a higher and sharper level of competition, where each company competes with the other to dominate market share. To win the competition in the business world, every company must be able to develop its business by paying attention to what consumers want. Companies are required to improve the quality of good service to consumers. Increasing the number of services is expected to provide satisfaction for the community. The quality of service provided to consumers is a level of excellence to meet consumer desires.

According to Kotler & Keller (2016; 156), quality is the totality of features and characteristics of a product or service that depend on its ability to meet stated or implied needs (1). This is a customer-centric definition. We can say that the seller has delivered

quality every time his product or service meets or exceeds customer expectations. Companies that meet most of their customers' needs are called high-quality companies, but we need to distinguish between conformance quality and performance (or level) quality. Lexus delivers a higher performance quality than Hyundai: Lexus runs smoother, accelerates faster, and runs.

Quality as suitability for use (fitness for use). This definition emphasizes orientation on meeting customer expectations (2).

Goetsch and Davis (in Yamit, 2005; 9) suggest that quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations (3). At the same time, Parasuraman et al. (1994) suggested that quality is a measure of a comprehensive assessment of the level of good service (4). In addition, Josep M. Juran (in Tjiptono, 2002; 8) defines quality as compatibility with taste (fitness for use). From some of these definitions, it can be concluded that quality emphasizes authentication in meeting customer expectations (5).

Definitions related to managing a company's service quality are tested at each service encounter. If employees are bored, can't answer simple questions, or visit each other while customers are waiting, customers will think twice about doing business there again. Wells Fargo has succeeded in the banking industry by being customer-focused and providing superior service (1).

According to Kotler & Keller (2016; 153), In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product or service's perceived performance (or outcome) with expectations. If the performance or experience is less than expected, the customer is dissatisfied. If it meets expectations, the customer is satisfied. If it exceeds expectations, the customer is very satisfied or happy. A customer's assessment of the performance of a product or service depends on many factors, including the type of loyalty relationship the customer has with the brand. Consumers often form a better perception of a product with a brand they already feel positive about (1).

According to Fandy & Chandra (2016; 204), the word satisfaction (Satisfaction) comes from the Latin "Satis" (meaning good enough, adequate) and "facio" (doing or making). Satisfaction can be interpreted as "an effort to fulfill something" or "make something adequate" (6). According to Setyo (2017), customer satisfaction is one of the important elements in improving marketing performance in a company. Satisfaction felt by customers can increase the intensity of purchases from these customers. The creation of an optimal level of customer satisfaction encourages the creation of trust in the minds of satisfied customers. Satisfaction is measured by how well customer expectations are met (7).

Based on the above definition, it can be concluded that customer satisfaction is the fulfillment of expectations. Customers can feel satisfied with the product or service provided if the customer expectations for the product/service provided exceed their expectations. Satisfaction referred to in this study is the result of services at Islamic banks in Central Sulawesi Province that are run well as expected to feel satisfied.

The importance of services provided to consumers shows a necessity in providing services; therefore, the problems in this study are 1) whether the service quality variables are: Tangibles (direct evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (guarantee), and Empathy (attention) simultaneously have a significant effect on consumer satisfaction purchasing motorcycles at CV. Central Sulawesi Motor Palu. 2) whether the Tangibles variable (direct evidence) partially affects consumer satisfaction buying motorcycles at CV. Central Sulawesi Motor Palu. 3) whether the variable Reliability (Reliability) partially affects consumer satisfaction purchasing motorcycles at CV. Central Sulawesi Motor Palu. 4) whether the Responsiveness variable partially has a significant effect on consumer satisfaction buying motorcycles at CV. Central Sulawesi Motor Palu. 5) Does the Assurance (guarantee) variable partially affect consumer satisfaction buying motorcycles at CV. Central Sulawesi Motor Palu. 6) Does the Empathy variable (attention) partially affect consumer satisfaction buying motorcycles at CV. Central Sulawesi Motor Palu.

METHOD

This research is classified as explanatory research. That explanatory research is a study to examine the causal relationship between the hypothesized variables. In this type of research, a hypothesis will be tested for truth, namely a hypothesis that describes the relationship between two or more variables to determine whether a variable is associated or not with other variables (8).

Instrument testing is carried out by consumers purchasing motorcycles at CV. Central Sulawesi Motor Palu with 50 respondents is evidenced by acquiring the corrected item-total correlation coefficient greater than or equal to 0.30, as shown in Table 1 Validity Test Results.

Table 1. Validity Test Results

Variable	Question items	r-count	r-table	Note.
Live Evidence (X1)	P1	0,739	> 0,306	Valid
	P2	0,708	> 0,306	Valid
	P3	0,568	> 0,306	Valid
Reliability (X2)	P4	0,382	> 0,306	Valid
	P5	0,394	> 0,306	Valid
	P6	0,510	> 0,306	Valid
Responsiveness (X3)	P7	0,693	> 0,306	Valid
	P8	0,555	> 0,306	Valid
	P9	0,459	> 0,306	Valid
Guarantee (X4)	P10	0,568	> 0,306	Valid
	P11	0,715	> 0,306	Valid
	P12	0,684	> 0,306	Valid
Attention (X5)	P13	0,555	> 0,306	Valid

	P14	0,487	>	0,306	Valid
	P15	0,531	>	0,306	Valid
	P16	0,594	>	0,306	Valid
	P17	0,682	>	0,306	Valid
Satisfaction (Y)	P18	0,734	>	0,306	Valid
	P19	0,566	>	0,306	Valid
	P20	0,314	>	0,306	Valid

They are testing the reliability of the data with 50 consumer respondents that the value of $r\text{-count} > r\text{-table}$ can be said that all data or all items of service quality questionnaire questions on customer satisfaction are statistically significant. This means that all question items are positively correlated with the concept of consumer satisfaction, direct evidence, reliability, responsiveness, assurance, and attention, so the conclusion that can be drawn is that the consumer satisfaction questionnaire, physical evidence, reliability, responsiveness, assurance, and attention has a valid instrument.

Table 2. Reliability Test Results

Variable	$\alpha\text{-hit}$	Sign	$\alpha\text{-limit}$	Information
Physical Evidence (X1)	0,804	>	0,6	Reliabel
Reliability (X2)	0,639	>	0,6	Reliabel
Responsiveness (X3)	0,737	>	0,6	Reliabel
Guarantee (X4)	0,806	>	0,6	Reliabel
Attention (X5)	0,704	>	0,6	Reliabel
Satisfaction (Y)	0,789	>	0,6	Reliabel

From the results obtained in Table 2 above, it can be said that the data used is reliable. So from testing the validity and reliability, it can be concluded that all data are valid and reliable.

Table 3. Multicollinearity Results
Coefficients

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
1 Live Evidence (X1)	0,510	1,962
2 Reliability (X2)	0,665	1,503
3 Responsiveness (X3)	0,410	2,441
4 Guarantee (X4)	0,571	1,751
5 Attention (X5)	0,763	1,310

The multicollinearity test in this study showed no correlation between the independent variables because the value was < 10 . There was no multicollinearity, as shown in Table 3.

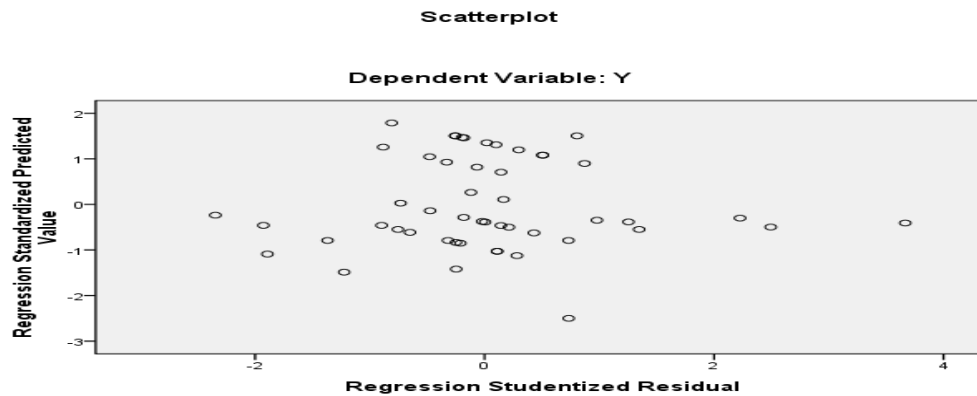


Figure 4. Heteroscedasticity Test Results

From the results of the scatterplot, it can be seen that the residual distribution is irregular. This can be seen in scattered plots and does not form a certain pattern, for example, an ascending pattern to the top right, descending to the bottom left, or certain other patterns. With these results, the conclusion that can be drawn is that there is no symptom of homoscedasticity or the regression equation fulfills the assumption of heteroscedasticity. The plot results between the squared residuals and the estimated value of Y are as follows.

RESULTS

In the multiple linear regression model equation, the regression coefficient value of the independent variable (X) is obtained, namely the tangible variable (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) is positive, the coefficient value of the independent variable is positive. This means that if the value of the independent variable (X) changes, it will cause a change in the dependent variable (Y), namely the satisfaction of the people of South Birobuli. The variable satisfaction of the people of south birobuli (Y) is 0.460.

The calculations using multiple linear regression models are obtained with the regression coefficient values as shown in Table 5.

Table 5. Multiple Linear Regression Processing Results

Dependent Variable Y = Consumer Satisfaction						
Variable	Reg. Coef	Std. Error	Beta	t count	t table	Sig
C = Constanta	0,460	0,390		1,181		0,244
X1 = Live Evidence	0,169	0,086	0,200	2,954	2,010	0,004
X2 = Reliability	0,275	0,093	0,262	2,980	2,010	0,005

X3 = Responsiveness	0,419	0,100	0,473	4,188	2,010	0,000
X4 = Guarantee	0,247	0,072	0,327	3,424	2,010	0,001
X5 = Attention	0,157	0,065	0,202	2,438	2,010	0,019
R-Square = 0,770	F count = 29,521					
Adjusted R-Square = 0,744	F table = 2,427					
Durbin-Waston = 2.742	Sig F = 0,000					

Based on the calculation results obtained, shown in Table 5 above, the regression equation is obtained, which is stated as follows:

$$Y = 0,460 + 0,169 (X_1) + 0,275 (X_2) + 0,419 (X_3) + 0,247 (X_4) + 0,157 (X_5)$$

Where:

ao = 0.460, meaning that if direct evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), and attention (X5) are equal to zero, then the value of customer satisfaction is 0.460 points;

a1 = 0.169, meaning that the direct evidence regression coefficient is 0.169, stating that every time there is an increase in 1 direct evidence (X1), it will increase consumer satisfaction (Y) by 0.169 points, assuming reliability (X2), responsiveness (X3), assurance (X4) and Attention (X5) constant;

a2 = 0.275, meaning that the regression coefficient of reliability is 0.275, stating that every time there is an increase of 1 reliability value (X2), it will increase customer satisfaction by 0.275 points. Assuming direct evidence (X1), responsiveness (X3), assurance (X4), and attention (X5) are constant;

a3 = 0.419, meaning that the responsiveness regression coefficient is 0.419, stating that everyone increases in responsiveness value (X3), it will increase consumer satisfaction by 0.419 points. Assuming direct evidence (X1), reliability (X2), assurance (X4), and concern (X5) are constant;

a4 = 0.247, that the guarantee regression coefficient is 0.247, stating that every time there is an increase of 1 guarantee value (X4), it will increase customer satisfaction by 0.247 points. Assuming direct evidence (X1), reliability (X2), responsiveness (X3), and Attention (X5) is constant.

a5 = 0.157, meaning that the regression coefficient of attention is 0.157, stating that every time there is an increase of 1 value of Attention (X5), it will increase customer satisfaction by 0.157 points. Assuming direct evidence (X1), reliability (X2), responsiveness (X3), and assurance (X4) is constant.

DISCUSSION

The results of this study show that tangible (physical evidence), reliable (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (attention)

variables have a simultaneous and significant influence on the satisfaction of the people of South Birobuli at the South Birobuli Sub-District Office. South Palu with an R-Square contribution of 0.770 or 77%. This means that the satisfaction of the people of South Birobuli has a good influence on tangible (physical evidence), reliable (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (attention).

CONCLUSION

This study concludes that tangible (direct evidence), reliable (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (attention) jointly have a significant effect on consumer satisfaction buying motorcycles at CV. Central Sulawesi Motor Palu. This is evident from the results of the f test to obtain an f-count value of = 29.521 with a significant level of 5% ($0.000 < 0.05$). This is proven.

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