

The Study of Customer Satisfaction in Murah Rezeki Motorcycle Workshop Stabat, Sumatera Utara

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Abstract

The development of the automotive industry has not been matched by the existence of workshops for motorcycles. In some areas, the number of workshops cannot cover the needs their need as to. the customer satisfaction so that in this study is needed to indicate the variable observed such as service quality, price, and location in Murah Rezeki Motorcycle Workshop Stabat, either simultaneously or partially. The type of research used in this research is descriptive research with a quantitative approach. The sampling technique used incidental sampling method with a total sample of 96 respondents. The data analysis method is the multiple linear regression analysis. The result found that the variables of service quality, price, and location partially and simultaneously affect customer satisfaction. The result of the coefficient of determination is 35%. It shows that the variables consisting of service quality, price, and location affect the customer satisfaction variable by 35.0%, while the remaining 65% is explained by other variables not examined in this study.

Keywords: Discipline, Motivation, Performance.

1. Introduction

The development of the automotive industry at an affordable price encourages someone's interest to carry out the process of buying and selling motorcycles. In addition, payments via credit cards make it easier for people to make payments through the installment process. The impact of the increasing number of motorcycles is an increase in congestion on the highway caused by damage. For this reason, consumers need facilities and infrastructure to repair or maintain their vehicles so that the existence of a workshop is needed. The development of the automotive industry has not been matched by the existence of workshops for two-wheeled motorcycles. In some areas, the number of workshops cannot cover the needs of two-wheeled motorized vehicle owners. Often seen quite long queues at wheeled motor vehicle repair shops due to the lack of reliability and expertise of employees in repairing motorbikes. This is exacerbated by limited waiting room facilities, lack of queue numbers for customers and incomplete motorcycle repair tools. The price charged to customers is also very high because the workshop also has to pay employee salaries and operational rent.

One of the factors that influence customer satisfaction is service quality. Consumers are very concerned about the quality provided by the workshop. Service quality is a measure of how well the level of service provided is able to match customer expectations (Adha, 2020). Service quality is also a dynamic condition, related to services/products, people and environmental processes that meet or exceed expectations (Bangun, 2020). Another factor that affects customer satisfaction is price. Price is the amount of money charged for a product or service or the amount and value exchanged by customers to obtain benefits and have or use a product or service (Bintarti, 2015). Price is something that can be controlled and determines whether or not a product or service is accepted by customers.

The next factor that influences customer satisfaction is location. Location is the various activities of the company to make the products produced/sold affordable and available to the target market. Location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location (Ekhsan, 2019). Location can influence customers from the products or services offered while providing more benefits to prospective customers if the location can include customers and make it easier for customers to go to the company's location. Research objectives are described as follows: to identify and analyze the effect of service quality on customer satisfaction at Murah Rezeki Stabat motorcycle repair shop, to identify and analyze the effect of price on customer satisfaction at Murah Rezeki Stabat motorcycle repair shop. To identify and analyze the influence of location on customer satisfaction at Murah Rezeki Stabat motorcycle repair shop. To identify and analyze the effect of service quality, price, and location on customer satisfaction at Murah Rezeki Stabat motorcycle repair shop. The results of this study are expected to provide the following benefits: Theoretical Benefits. This research is expected to add insight and knowledge in the field of marketing and become input for companies to establish company policies. Practical Benefits. This research is expected to be a positive input for the company in solving problems and the policy-making process to run its business.

2. Literature Review

Service quality

Service quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Ekhsan, 2020). Service Quality Indicators are (Ekhsan, 2020):

1. Tangibles, including physical facilities, employee equipment, and means of communication.
2. Reliability is the ability to provide the promised service immediately, accurately, and satisfactorily.
3. Responsiveness is the desire of staff to help customers and provide responsive service.
4. Assurance, including the knowledge, ability, courtesy, trustworthiness of the staff, free from danger, risk or doubt.
5. Empathy includes ease in making relationships, good communication, personal attention, and understanding the needs of customers.

Price

Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place (Fahlevi, 2019) (Farizki, 2017) which indicates :

1. Price Affordability

2. Price match with product quality
3. Competitiveness
4. Price Match with Benefits

Location

Location is the place or establishment of the company where the business is located. A good place guarantees quick access, can attract a large number of consumers, and is strong enough to change consumer shopping and purchasing patterns (Ghozali, 2009), (Jeffrey, 2017) which indicates :

1. Location Affordability
2. Smooth Access to Location
3. Location Proximity

Customer satisfaction

Customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of a product or result against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance exceeds expectations, customers will be very satisfied or happy (Kasbuntoro, 2020) . Customer satisfaction is the extent to which the benefits of a product are felt as expected, customers are not satisfied if the results are not in line with expectations (Larasati, 2014), (Mulyadi, 2010) which indicates :

1. Conformity of Expectations
2. Interested to visit again
3. Willingness to recommend

Hypothesis Development

The hypothesis is a temporary answer to the research problem formulation where the research problem formulation has been stated in the form of questions. And it is said to be temporary, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection (Mangkunegara, 2017). The author takes a hypothesis that will be tested as follows:

1. The first hypothesis, Service Quality has an effect on Customer Satisfaction in the Murah Rezeki Stabat workshop.
2. The second hypothesis, price affects customer satisfaction at the Murah Rezeki Stabat workshop.
3. The third hypothesis, location affects customer satisfaction at the Murah Rezeki Stabat workshop.
4. Service Quality, Price and Location affect customer satisfaction at the Murah Rezeki Stabat workshop.

3. Methods

Types of research

The type of research used in this research is descriptive with a quantitative approach. The research method is based on the philosophy of positivism and is used to examine a particular population or sample. The sampling technique is usually done randomly, data collection uses research

instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses (Mangkunegara., 2017).

Research Object

The object of this research is the customer of the Murah Rezeki Stabat workshop, which is located at Jalan Perniagaan No. 8A, Stabat.

Population and Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and conclusions drawn (Mangkunegara., 2015).. In this study, the population in this study were the customers of the Murah Rezeki Stabat Workshop. The sample is part of the number and characteristics possessed by the population [11]. The sampling technique used non-probability method with incidental sampling technique. Incidental sampling is the determination of the sample based on chance, ie anyone who coincidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source (Olusadum, 2018). So, the sample used in this study was 96 respondents.

Data Collecting Method

Data collection methods in this study were interviews, observation, and questionnaires. Questionnaires were distributed to all customers of the Stabat Rezeki Cheap Workshop. The questionnaire using a Likert measurement scale with a scale of 1 to 5 is 1 = Strongly Disagree, 2 = Disagree, 3 = Doubtful, 4 = Agree, 5 = Strongly Agree.

Data Quality Analysis Method

Research that measures variables using a questionnaire instrument must be tested for the quality of the data obtained. This test aims to determine whether the instrument used is valid and reliable because the truth of the processed data will determine the quality of the research results. To determine whether the item is valid or not, it is seen at the significant value and r count. If r count is greater than r table then the item is said to be valid or vice versa if r count is smaller than r table then the item is said to be invalid. The reliability test is seen from the Cronbach Alpha value. Then proceed with the classical assumption test which includes normality test, multicollinearity test, heteroscedasticity test. Data analysis using multiple regression analysis. Hypothesis testing in this study using t test, F test and coefficient of determination test can be seen from the value of Adjusted R Square (Parashakti, 2020).

4. Results and Discussion

Validity Test and Reliability Test

The validity test was conducted to test the feasibility of the questionnaire used as a research instrument. A questionnaire can be said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Priyatno., 2016) Measurement of the validity test can be done by looking at the value of r_{count} which is greater than the value of r_{table} so that all statements are declared valid. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time (Rozalia, 2015). The reliability test can be said to be reliable if the Cronbach Alpha value is > 0.70 so that the statement can be declared reliable.

Classic Assumption Test

There are three types of classical assumption test, namely normality test, multicollinearity test, and heteroscedasticity test. The first classic assumption test is the normality test, which is conducted to determine whether the residual values are normally distributed. The normality test is carried out with two methods, namely the graphical method, the points approach or follow the diagonal line and in the direction of the diagonal line so that the residual value is normally distributed. The normality test was carried out by statistical methods with the One Sample-Kolmogorov Smirnov test, a significant value greater than 0.05 means that the residual value is normally distributed.

The second classic assumption test is the multicollinearity test to test whether the regression model found a correlation between the independent variables (independent). A good regression model should not have a correlation between the independent variables (Setiawan, 2015). The multicollinearity test was tested by looking at the tolerance value of not less than 0.1 and the Variance Inflation Factor (VIF) value of not more than 10 so that the model can be said to be free from multicollinearity.

The third classic assumption test is the heteroscedasticity test to see if there is an inequality of variance from the residuals of one observation to another observation (Setiawan, 2015).. It is carried out by two methods, namely the graphical method, the points spread above and below the number 0 on the Y axis, so there is no heteroscedasticity in the regression model. Heteroscedasticity test with statistical methods to determine whether there is or not is to do the Glejser test. This test is performed by absolving the residual value ($|U_i|$) from the model with a significant value greater than 0.05, so there is no heteroscedasticity in the regression model (Setiawan, 2015)..

Multiple Linear Regression

Linear regression analysis is concerned with the study of the dependence of the dependent variable (bound) with the independent variable (independent), with the aim of estimating and predicting the population mean or the mean value of the dependent variable based on known independent values (Setiawan, 2015).. Multiple Linear Analysis is used to determine the effect of service quality (X1), price (X2), and location (X3) on customer satisfaction (Y).

Tabel 1. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	,208	3,561	,058	,954
	Quality_Service	,262	,072	,382	3,649
	Price	,190	,062	,262	3,065
	Location	,301	,101	,308	2,977

a. Dependent Variable: Satisfaction_Consumer

Source: Research Results in 2021 (Data Processed)

$$\text{Customer Satisfaction} = 0.208 + 0.262 \text{ Service Quality} + 0.190 \text{ Price} + 0.301 \text{ Location}$$

The interpretation of the multiple linear regression equation above is as follows:

1. The constant value of 0.208 shows a positive sign which means that if the variables of service quality, price, and location are considered zero, then customer satisfaction is 0.208 units.
2. The regression coefficient value for the service quality variable shows a positive value of 0.262, which means that if the service quality variable increases by one unit, then customer satisfaction will increase by 0.262 with other variables considered constant.
3. The regression coefficient value for the price variable shows a positive value of 0.190 which means that if the price variable increases by one unit, then customer satisfaction will increase by 0.190 with other variables considered constant.
4. The regression coefficient value for the location variable shows a positive value of 0.301 which means that if the location variable increases by one unit, then customer satisfaction will increase by 0.301 with other variables considered constant.

Hypothesis testing

T Test (Partial Test)

The t-statistical test basically shows how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable (Setiawan, 2015).. The following will explain the partial test or each variable:

Tabel 2. Results of Hypothesis Testing Partial Test (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	,208	3,561	,058	,954
	Quality_Service	,262	,072	,382	3,649
	Price	,190	,062	,262	3,065
	Location	,301	,101	,308	2,977

a. Dependent Variable: Satisfaction_Consumer

Source: Research Results in 2021 (Data Processed)

Based on the results of the partial test in table 4.22 above, it can be seen that the results in the test for each independent variable are as follows:

1. The test results for the service quality variable show the t_{count} value of $3.649 > t_{table}$ of 1.66123 with a significant value of $0.000 < 0.05$. Thus, the hypothesis and H_0 are rejected and H_a is accepted, meaning that the service quality variable affects customer satisfaction.
2. The test results for the price variable show the t_{count} value of $3.065 > t_{table}$ of 1.66123 with a significant value of $0.003 < 0.05$. Then the hypothesis and H_0 are rejected and H_a is accepted, meaning that the price variable has an effect on customer satisfaction.
3. The test results for the location variable show the t_{count} value of $2,977 > t_{table}$ of 1.66123 with a significant value of $0.004 < 0.05$. Then the hypothesis and H_0 are rejected and H_a is accepted, meaning that the location variable has an effect on customer satisfaction.

F Test (Simultaneous Testing)

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent or dependent variable [15]. Simultaneous test results in this study are presented in the following table:

Tabel 3. F test results (simultaneous test)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	333,195	3	111,065	18,078	,000 ^b
	Residual	565,211	92	6,144		
	Total	898,406	95			

a. Dependent Variable: Satisfaction_Consumer
 b. Predictors: (Constant), Location, Price, Quality_Service

Source: Research Results in 2021 (Data Processed)

Based on table 4.23 above, it can be concluded that the three variables, namely service quality, price, and location simultaneously have a significant effect on customer satisfaction. With F_{count} of $18.078 > F_{table}$ of 2.70 and significant $0.000 < 0.05$. Thus, the hypothesis H_0 is rejected and H_a is accepted, which means that the service quality variable, price variable, and location variable simultaneously affect the customer satisfaction variable.

Coefficient of Determination (Adjusted R Square)

The coefficient of determination (Adjusted R Square) essentially measures how far the model's ability to explain the dependent variables is. The value of the coefficient of determination in this study can be seen in the following table:

Tabel 4. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,609 ^a	,371	,350	2,479

a. Predictors: (Constant), Location, Price, Quality_Service
b. Dependent Variable: Satisfaction_Consumer

Source: Research Results in 2021 (Data Processed)

Based on table 4.24 above, it shows the results of testing the coefficient of determination (Adjusted R Square) obtained by 0.350. This shows that the variables of service quality, price and location are able to explain the customer satisfaction variable of 35.0%. While the remaining 65.0% is explained by other variables not examined in this study.

Discussion

The Effect of Service Quality on Customer Satisfaction

The test results of the service quality variable partially affect customer satisfaction with t_{count} of 3.649 > t_{table} of 1.66123 with a significant value of 0.000 < 0.05 so that the hypothesis H_0 is rejected and H_a is accepted. The results of this study are in line with the results of previous studies because they state that service quality affects customer satisfaction (Bangun, 2012). However, this study is not in line with the results of previous studies which stated that service quality had no effect on customer satisfaction (Simpem, 2019). Based on the results of observations, in this study the quality of service has a significant effect on customer satisfaction. Murah Rezeki Stabat Workshop has provided good and fast service in repairing customer's motorcycles that were damaged. So as not to make customers queue for too long and have implemented a queue number to immediately get motorbike service quickly from employees. Customers are made comfortable because the Murah Rezeki Stabat Workshop has provided a special waiting room for customers with facilities such as fans, soft seats, and provided mineral water so that customers can relax while waiting for their motorbikes to be repaired. Of course, with the quality of service provided, customers will return to the Murah Rezeki Stabat Workshop when they experience motorcycle problems in the future, because customers remember that the Murah Rezeki Stabat Workshop is the service provided is very good and will come back to the same place without thinking about other workshops.

The Effect of Price on Customer Satisfaction

The results of the price variable test partially affect customer satisfaction with t_{count} of 3.065 > t_{table} of 1.66123 with a significant value of 0.003 < 0.05 so that the hypothesis H_0 is rejected and H_a is accepted. The results of this study are in line with the results of previous studies because they state that price affects customer satisfaction [3]. However, the results of this study are not in line with the results of previous studies which stated that price had no effect on customer satisfaction (Rozalia, 2015). Based on the results of observations, the price variable has an effect on customer satisfaction. This is because the price provided by the Murah Rezeki Stabat Workshop has a price that is in accordance with the

services provided such as changing oil, changing tires, disassembling the engine, changing batteries and engine service which are only charged at affordable prices or normal prices, and are not charged. additional costs to customers which will later be paid to employees. With the affordable prices provided by the Rezeki Stabat Cheap Workshop, it makes customers interested in coming back and getting a price that according to the quality of the product/service.

The Effect of Location on Customer Satisfaction

The results of the location variable test partially affect customer satisfaction with t_{count} of 2.977 > t_{table} of 1.66123 with a significant value of 0.004 < 0.05 so that the hypothesis H_0 is rejected and H_a is accepted. The results of this study are in line with the results of previous studies because they state that location has an effect on customer satisfaction [8]. However, the results of this study are not in line with the results of previous studies which stated that location had no effect on customer satisfaction (Olusadum,, 2018). Based on observations, the location variable is stated to be the most dominant influence on customer satisfaction and due to the location of the Murah Rezeki Stabat Workshop Workshop which is strategically close to the hustle and bustle of the city center and traditional markets. In addition to its placement near the city center and traditional markets, the location of the Murah Rezeki Stabat Workshop Workshop is also close to supermarkets or minimarkets and clothing stores. The location is very strategic to find and visit the Murah Rezeki Stabat Workshop Workshop and can make it easier for customers to repair and shop elsewhere while waiting for their motorbike to be repaired, therefore, the location is declared to have an effect on customer satisfaction.

The Effect Of Service Quality, Price, Location on Customer Satisfaction

The variables of service quality, price, and location simultaneously have a significant effect on the variable of customer satisfaction. With F_{count} of 18.078 > F_{count} of 2.70 and a significant value of 0.000 < 0.05. Thus, H_0 is rejected and H_a is accepted. The value of the coefficient of determination is 0.350. This means that the total proportion of service quality, price, and location variables that can be explained in this study is 35.0%. While the remaining 65.0% is explained by other variables not examined in this study. Based on observations, the Murah Rezeki Stabat Workshop has created excellent service quality to meet the wishes of customers so that it can help increase customer satisfaction. Murah Rezeki Stabat Workshops have also determined prices that are in accordance with the benefits, quality of products and services offered and locations that are very affordable by customers to meet customer desires and satisfaction and are also an important factor in increasing customer satisfaction, therefore, service quality, price, and location affect customer satisfaction.

5. Conclusion

From the results of this study the following conclusions can be drawn:

1. Partially, the variables of Service Quality, Price, and Location have an effect on the variable of Customer Satisfaction of Murah Rezeki Stabat workshop.
2. Simultaneously the variables of Service Quality, Price, and Location have an effect on the variable of Customer Satisfaction of Murah Rezeki Stabat workshop.
3. The coefficient of determination of Adjusted R Square is 0.350. This shows that the independent variables consisting of service quality, price, and location are able to explain the dependent variable,

namely customer satisfaction of 35.0% while the remaining 65.0% is explained by other variables not examined in this study.

Based on the conclusions obtained from this study, the authors provide the following suggestions. The quality of service provided by the Murah Rezeki Stabat Workshop should remain fast and agile in repairing damaged customer motorcycles. Murah Rezeki Stabat Workshop should also provide and apply queue number cards for customers so that employees can repair customers' motorbikes according to the queue numbers obtained. The price applied by the Murah Rezeki Stabat Workshop should remain in accordance with how badly the customer's motorbike was repaired at the price billed to the customer. The location at the Murah Rezeki Stabat Workshop should be expanded to have parking spaces for customers, and can limit which areas are suitable for motorcycle repairs with a special area for the customer's waiting room.

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