



Analysis Of Consumer Satisfaction On Service Quality At Asian Motor Workshops In South Lampung

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ABSTRACT

Asian Motor Workshop is a company engaged in motorcycle repair services. The research aims to analyze and determine the satisfaction of workshop visitors. This type of research is quantitative with a population of 215 and a sample of 100 visitors. This study used a questionnaire as a data collection technique, which contained 15 statements, using the method Nonprobability sampling. Analysis tool using Importance Performance Anaysis (IPA), with four dimensions to measure which include; Physical Appearance, Reliability, Responsiveness, Reliability, Assurance, and Empathy. Analysis results states in quadrant A Physical facilities, namely items 25 and 23. Quadrant B must be maintained, namely items 2, 3, 4, and 5, Responsiveness, namely items 7, 8, and 10, Assurance, namely items 11, 13, and 14, and Empathy, namely item number 18. Quadrant C which is considered less important is item number 1, items 6, 9, 16, 17, 21 and 24.

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INTRODUCTION

The Covid-19 pandemic is a challenge for every company, including automotive companies that manufacture motorbikes. It cannot be denied that there has been a decline in motorcycle sales, which of course will also have an impact on the after-sales service, in this case, motorcycle service. Of course the community is not alone in recovering their economic conditions, where the government continues to support, so that the economy on a national scale shows positive changes, so market optimism is starting to grow, where data has shown an increase in sales from 2020 to 2021 now. The government's serious efforts to increase economic growth are through concrete policies and actions, the Minister of Industry Agus Gumiwang Kartasasmita said, productivity can be increased again, restoring competitiveness and sales to the national automotive industry during the current pandemic, the government will issue a number of supports to revive various activity in the economic sector.

For business people in the automotive industry with service products, to build their business again they cannot only depend on the government, especially during a pandemic, the community must work together with the government to rise, the community can exert their efforts by rebuilding the quality of service for the products they sell. Tjiptono (2012) argues that Presenting service quality is very important for service businesses, and to measure service quality can be done using special variables, namely Physical Appearance, Reliability, Responsiveness, Assurance, and Empathy, known as the SERVQUAL model.

Asian Motor Workshop concentrates its resources to bring satisfaction to its customers. Asian Motor Workshop has been established since 1999 which is located at Jl. Sidomulyo No. 7, Sidomulyo, Kec. Sidomulyo, Kab. Lamboel, Lampung 35356. Asian Motor Workshop is the object of this research (Table 1.1).

Table 1.1. Types of Service in Asian Workshops

No	Kind of service
1	light service by checking the vital functions of the vehicle, and cleaning the main parts
2	Handling damage by dismantling intermediate stage engines for certain damage
3	Handling serious damage by removing the engine or glue, replacing the main parts in the machine with special handling, and handling the vehicle will take more than 1 day to handle the damage
4	Sales of vehicle spare parts and parts installation services that have been purchased
	a. spare parts
	b. Workshop Service
5	Provides engine lubricant (Oil) along with on-site oil changes

Suber: Asia Motor Workshop, 2021.

It is undeniable that the Covid 19 pandemic has also presented new challenges to the Asian Motor Workshop in its efforts to provide customer satisfaction, so efforts to create quality service during the pandemic are not simple things, this has to be overcome by the Asian Motor Workshop because it has an impact on decreasing the level of visit to the Asian Motor Workshop, as explained below:

Table 1.2. Number of Consumers

Th	Total Income Per Month In Millions 2020 and 2021 at the Asian Motor Workshop, South Lampung												Total
	Jan	Feb	Mar	Apr	May	Jun	Jul	Ag	Sep	Oct	Nov	Des	
2020	22,25	22,34	22,33	22,33	22,38	22,43	22,4	22,41	22,44	22,44	22,45	22,46	268,7
2021	21,08	21,07	21,08	21,1	21,09	21,08	21,09	21,09	21,09	21,08	21,09	21,11	253,1

Source: Asian Motor Workshop, 2021

Table 1.2 explains, in 2020 the Asian Motor Workshop's revenue is IDR 268.7 million, while revenue in 2021 is IDR 253.1 million. Based on these data it appears that there has been a decrease in income in 2021, namely 15.6 million Rupiah. The year of decline was a year when Covid 19 was still in a relatively dangerous situation, which caused people to still hesitate to go to crowded places, including the Asian Motor Workshop.

In order to get an overview of the problems that actually occur and are felt by consumers of the Asian Motor Workshop, besides the authors have obtained data directly from the workshop (Table 1.2), the authors have also conducted a pre-survey of 30 consumers or respondents who are related to the service quality of the repair shop. The information obtained from the pre-survey is that there are 16 consumers who are dissatisfied, and the remaining 14 people are satisfied.

SERVQUAL is a model for measuring service quality using several indicators, Zeithaml and Berry in Utomo (2021) explain the SERVQUAL model, in their discussion SERVQUAL is an instrument for measuring service quality. Research with this model is applied to the type of service business, this model can display the gap between the actual service received and service expectations. In the model, satisfaction is measured through five SERVQUAL dimensions, including; (1) Physical Appearance, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy.

Looking at the problems that have occurred at the Asian Motor Workshop, regarding the quality of service that is owned, the four dimensions used to measure service quality (SERVQUAL), on that basis the research topic that will be taken on this occasion is "**Analysis of Consumer Satisfaction on Service Quality at Asian Motor Workshops in South Lampung.**"

Companies with quality service delivery are an important issue for all business people in their respective industries, especially by companies that offer products in the form of services, or services (*servicess*). The explanation of service and service quality is as follows:

1. Definition of Quality

According to Feigenbaum in Muah and Masram (2014; 54): defines quality as the characteristics or activities attached to products such as marketing, manufacturing, mechanics, and maintenance (products) which are implemented and strived to meet customer expectations. Tjiptono in Muah and Masram (2014; 54) argues about quality, that the goodness contained in the product can be seen through its design and conformity to what is requested by consumers, but according to Total Quality Management, quality is translated in a broader perspective, not just focus on results, but also look at the process, the environment, and the people in it.

2. Definition of Service Quality

Irawan (2013; 13) also argues that quality can be measured by the service quality dimension SERVQUAL (*Service Quality*), as follows:

1. reliability

The company is able to provide the right service from the first time the customer arrives, there are no errors, it is delivered at the right portion of time. These attributes include:

- a) Services are delivered as promised;
- b) Reliable in dealing with problems perceived by consumers;
- c) Service is delivered right from the moment the customer arrives;
- d) Delivery of services in accordance with the time;
- e) There is no error in the delivery of documents.

2. Responsiveness

Ability to help customers and respond to requests, inform service delivery time, deliver services quickly. The attributes in this dimension are:

- a) The time for the services to be delivered is certain in advance;
- b) Fast in delivering services.
- c) Help consumers.
- d) Consumer requests are well responded (ready).

3. Guarantee

Employees are able to bring trust to the company, creating a sense of security. Assurance, namely being polite, proficient in knowledge and skilled in answering consumer problems or questions. Attributes in this dimension include:

- a) The sense of trust that employees give to consumers.
- b) Delivering a sense of security when transacting for consumers.
- c) Consistent in showing polite attitude to consumers

4. Empathy

The company understands the problems and actions of the company prioritizing consumers, personal attention to consumers, setting comfortable operating hours. Attributes in this dimension include:

- a) Consumers are given individual attention;
- b) Attentive in dealing with customers;
- c) Priority is aimed at the interests of consumers;
- d) Understand or understand what consumers need;
- e) Waiter operations are presented at a convenient time.

5. Physical Facilities

Excellence that appears in the physical facilities, equipment, and materials that appear in the company as well as its employees. Are as follows:

- a) Advanced equipment.
- b) Visual appeal to the facility.
- c) Employees are neat and professional.

RESEARCH METHOD

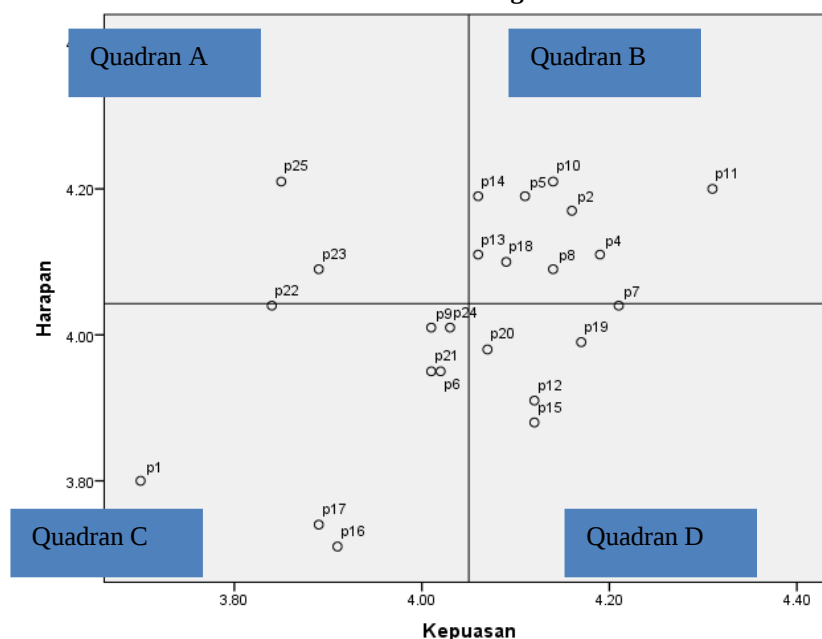
This research is descriptive quantitative, data obtained by observation techniques, conducting interviews and preparing documentation. The analysis is done by technique *Important Performance Analysis* (IPA), using the five dimensions of SERVQUAL service quality as an indicator measuring the service quality of Asian Motor

Workshops, the results of the analysis are presented descriptively, grouped into four quadrants (A, B, C, and D), explained as follows; (A) the points in this area indicate that the service attributes delivered are considered to affect satisfaction, very important, but the company has not delivered its services in accordance with the wishes of consumers. (B) the dots in this area indicate the service attributes that have been successfully implemented. (C) the dots that appear in this area represent service attributes that are less important, less satisfying to consumers. (D) the points in this area show satisfactory service attributes, but in their delivery are considered excessive and less important.

RESULTS AND DISCUSSION

Based on the Cartesian diagram below (Figure 1.1) the measurement of satisfaction can be seen at points divided into four areas (Quadrants A, B, C, and D). Following is the Interpretation of the diagram:

Figure 4.1
Cartesian diagram



Source: Processed data, 2022

Quadrant A

Points that appear in this quadrant (type of service delivered) need special attention for improvement. The type of service is considered very important while the company's efforts to bring satisfaction are still not in line with expectations. Physical Facilities is a dimension in this quadrant. The types of services listed in this Quadrant include 25 and 23

Quadrant B

Services that appear and based on the points in this quadrant must be maintained by the Asian Motor Workshop, the implementation in realizing satisfaction is in line with expectations, the Workshop must be able to maintain its services. The types of services listed in this Quadrant include 2, 3, 4, 5, 7, 8, 10, 11, 13, 14, and 18

Quadrant C

The points that appear in this quadrant (type of service delivered) are considered not very important, while what has been attempted by the Asian Motor Workshop for services in this quadrant is quite good. The types of services listed in this Quadrant include 1, 6, 9, 16, 17, 21, and 24

Quadrant D

The points that appear in this quadrant (type of service provided) are considered unimportant, but Asian Motor Workshop is able to satisfy consumers more. This is considered excessive. The types of services listed in this Quadrant include 12, 15, 19 and 20.

CONCLUSION

1. The IPA results show, based on the service experienced by the Asian Motor Workshop in quadrant A (need to get priority for improvement), this includes; Workshop facilities in presenting clean and fragrant toilet conditions, providing facilities for implementing the Covid 19 protocol properly.
2. IPA results show, based on services received (*actual*) given by the Asian Motor Workshop in quadrant B (must be maintained), among others; Reliability (items 2, 3, 4, and 5), Responsiveness (items 7, 8, and 10), Guarantee (items 11, 13, and 14), and Empathy service, namely item 18.
3. IPA results show, visitor satisfaction based on services received (*actual*), in quadrant C (low priority) is Reliability in item 1, Responsiveness (items 6 and 9), Empathy service, namely items 16 and 17, and the form of Physical Facilities owned by the Workshop, namely items 21 and 24.
4. IPA results show, visitor satisfaction with the services received (*actual*) that has been submitted by the Workshop, appears in quadrant D (assessed as not important) is Assurance, namely items 12 and 15, and Empathy, namely items 19 and 20.

SUGGESTION

1. For companies
 - a. More attention should be sought by the Asian Motor Workshop for repairs to; presents physical workshop facilities in the form of clean and fragrant toilet conditions, presents supporting facilities for the implementation of the Covid 19 protocol at the Asian Motor Workshop.
 - b. Several services have been successfully implemented and can be maintained by the Asian Motor Workshop, the plans include; delivery of services in detail and clearly, precisely in repairing vehicle problems, repairs are carried out quickly, can explain well motorbike damage, handles complaints well (patiently), is agile and responsive in examining damage done quickly and responsively, responsive in responding to visitor complaints, high responsibility is given to the results of the service, the safety of consumer goods is the responsibility of the workshop, the availability of spare parts (complete), and the employees are serious when prioritizing visitors.
 - c. Furthermore, it is hoped that the focus on optimizing the resources owned is best directed strategically to the quadrants that are prioritized or expected by visitors while the workshop has not been able to fulfill them.
2. For further researchers
To support the advancement of science, especially those related to Management and Business, further research is expected to be directed at analytical activities other than Service Quality.

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