

## Customer Satisfaction Analysis At Zun Motor East Lombok Workshop

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### Key Words:

Quality of service, price perception, facilities and customer satisfaction.

**Abstract:** This study aims to determine the effect of Service Quality, Price Perception and Facilities on Consumer Satisfaction in Zun Motor East Lombok workshop. This research is a type of associative research using primary data collected through questionnaires and interviews. Then the data were processed using descriptive statistical analysis techniques, classical assumption tests, multiple linear regression, and hypothesis tests (t table and f table) with the help of SPSS 22. The population of this study was all customers who visited the Zun Motor East Lombok workshop, with only 50 people taking as research samples. The results of this research hypothesis test show that there is a positive and significant influence given by Service Quality, Price Perception and Facilities on Consumer Satisfaction. Next, in the coefficient of determination test, data results of 21.1% were obtained which can be explained by digital literacy and entrepreneur behavior. While the remaining 78.9% can be explained by the influence of other variables not studied by the authors.

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## Introduction

Today the business world is very narrow and globalization has affected many companies. In the face of increasingly fierce global competition, company management must be carried out professionally. Both large companies and small companies, all will compete with each other to maintain themselves to survive compared to other companies. There are so many ways or strategies that can be done by a company in order to win the competition in capturing and retaining consumers (Chadhiq, 2007; Maylinda, 2021; Fahrurrozi, 2023). Basically, the purpose is to make an effort to make a profit or the so-called profit. To get this profit, business actors are required to improve the quality of goods / services offered to consumers, so that consumers get satisfaction after buying the goods / services we provide (Chakti, 2019; Erlivia, 2022; Angelova, 2011).

Consumer satisfaction is a measure of the extent to which customers are satisfied with the products or services provided by a company or organization. Consumer satisfaction includes several factors, including: Increasingly fierce market competition: Today, customers have a large selection of products and services from various companies that offer quality and competitive prices. Therefore, companies must strive to increase consumer satisfaction in order to retain customers and compete in the market. Changes in consumer behavior: Today's consumers are

more intelligent and critical in choosing the products and services they need. They have easier access to information and product reviews that can influence their purchasing decisions. Therefore, companies must pay attention to the needs and preferences of consumers and strive to meet their expectations. kualitas pelayanan berfokus pada upaya pemenuhan kebutuhan dan keinginan konsumen serta ketepatan penyampaiannya untuk mengimbangi harapan konsumen (Al Rasyid, 2015; Ulum, 2018). In its formation, according to (Parasuraman Berry, 1990) There are five dimensions of service quality, namely as follows::

1. Tangibels is concrete proof of a company's ability to bring the best to customers, from the physical appearance of the building to the supporting technology equipment to the appearance of employees.
2. Reliability is the company's ability to provide services that meet consumer expectations in terms of speed, punctuality, accuracy, friendliness, and others.
3. Responsiveness is the ability to respond quickly or responsively to service delivery and includes a clear and easy-to-understand way of delivery
4. Assurance/Peace of mind is the assurance and assurance that comes from courtesy, good communication and staff competence to build customer trust.
5. Empathy/ Empathy is a sincere and personal concern for customers or consumers, this is done to know exactly and concretely what the customer wants.

In addition to service quality factors, there are also suitability and price factors that affect customer considerations in terms of motorcycle maintenance. In order to successfully market products/services, companies must set prices/rates appropriately so that they can be accessed by customers. Perceived price is how a person understands and evaluates the value of a product or service based on the price offered. Perceived price includes factors that influence the perception of the value of a product or service based on price. One of the most important factors influencing price perception is the previous shopping experience. If a person has paid a high price for a product or service in the past, they may have higher expectations for the price of the same product or service in the future (Ayuningrum, 2016; Saragih, 2012). In addition, sales promotion and advertising can also affect price perception. If the product is marketed at a discounted price or offered in a promotional package, the Consumer may perceive the price as lower than the actual price. Income and spending habits can also affect a person's perception of price. High income, while better off paying higher prices, someone who is used to shopping at discount stores will probably have a lower perception of prices.

Social factors such as culture, values, and norms can also influence price perception. For example, in some cultures, price negotiation is the norm in business transactions, while in others, a set price is considered a price to be paid without negotiation. Price perception involves many factors that influence a person's view of the value of a product or service based on the price offered, including previous shopping experience, promotions and advertisements, income and spending habits, and social factors such as culture and values. Price is the amount of money billed for a product or service, or the amount of value exchanged by customers to benefit from owning or using a product or service (Siregar, 2023; Suhardi et al., 2022).

According to (Harfika, J., & Abdullah, N. 2017) facilities are physical resources that must exist and be provided before a service can be provided to consumers. Facilities refer to all forms of resources, equipment, and infrastructure used to support various activities or activities. Facilities may vary depending on the context or type of facility in question. Facilities can be

related to various aspects, including: Technology continues to evolve and affect the design, function, and capabilities of facilities. For example, information technology has enabled the use of automation systems in various facilities such as corporate buildings. Market needs: Facilities can be built or changed to meet market or customer needs. For example, the construction of shopping centers or sports venues to meet public demand. Regulations and policies, Facilities may also be affected by regulations or policies issued by the government or related agencies. For example, buildings must meet security and safety standards set by the government. Environmental considerations, In the construction or use of facilities must also consider their impact on the environment (Sari, F. A., 2014; Hermawati, 2015). This includes the selection of environmentally friendly building materials, energy saving, and waste reduction. Facilities are also built or changed to meet the needs of the organization or company. For example, the construction of office buildings that can accommodate a growing number of employees. This facility is important to understand because it can affect the development and management of facilities that are effective and efficient. By understanding about facilities, decision makers can plan, design, and manage facilities that meet their needs and meet established standards.

### Research Methods

The type of research used in this study is quantitative research with a descriptive quantitative type. The population in this study is the visitors to the Zun Motor workshop whose exact number is unknown, so the total population used is uncertain. The number of samples used is as many as 50 people with a sampling technique, namely purposive sampling where this sampling technique if the researcher has certain considerations in sampling. In this study, sampling of part of the population must meet certain criteria or characteristics (Sujarweni, 2014). To obtain the data needed in this study, researchers used observation, questionnaires (questionnaires) with alternatives choosing one of the answers given with a Likert scale from 1 to 5, open interviews to obtain supporting data on data obtained from questionnaires related to research variables and documentation.

The tests used in this study are classical assumption tests, multiple linear regression tests and coefficient of determination tests ( $R^2$ ) because they use three independent variables, namely service quality ( $X_1$ ), price ( $X_2$ ) and facilities ( $X_3$ ) and one dependent variable, namely customer satisfaction ( $Y$ ), the regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Keterangan:

$Y$  = Customer satisfaction

$\alpha$  = Constant

$\beta$  = coefficient

$X_1$  = Quality of service

$X_2$  = Price

$X_3$  = Fasilitas

The determination test is used to calculate the magnitude of the influence of the independent variable on the dependent variable. The value of  $R^2$  indicates how large a proportion of the total variation of the non-free variable can be explained by the explanatory variable. According to (Sugiyono, 2013) the guidelines for providing the interpretation of the coefficient of determination are as follows:

**Table 1. Interpretation of the Coefficient of Determination**

Coefficient Interval	Relationship Level
0,80-1,000	Very powerful
0,60-0,799	Strong
0,40-0,599	Moderately Strong/medium
0,20-0,399	Low
0,00-0,199	Very low

Source: *sugiyono, 2013*

## Results and Discussion

### Multiple Linear Regression Test

Based on the results of multiple linear regression tests, the equation can be determined as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2.706 + 1.902 X_1 + 0.613 X_2 + 1.681 X_3 + e$$

Interpretation of regression equations:

1. The constant or coefficient  $\beta_0$  of 2.706 indicates that if the variables Service Quality (X1), Price Perception (X2) and Facilities (X3) are 0, then Revenue is 2.706.
2. Service Quality (X1) has a positive influence on Customer Satisfaction (Y) with a regression coefficient of 1,902, which means that if Service Quality (X1) increases by one unit, then Consumer Satisfaction (Y) will increase by 1,902, assuming that Price Perception (X2) is in constant condition. With this positive influence, it means that between Service Quality (X1) and Customer Satisfaction (Y) shows a unidirectional relationship. Increasing digital literacy results in increased Consumer Satisfaction (Y), as well as decreasing Service Quality (X1), Consumer Satisfaction (Y) will decrease.
3. Price Perception (X2) has a positive influence on Consumer Satisfaction (Y) with a regression coefficient of 0.613 which means that if Price Perception (X2) increases by one unit, then Consumer Satisfaction (Y) will increase by 0.613, assuming that Service Quality (X1) is in constant condition. With this positive influence, it means that between Price Perception (X2) and Consumer Perception (Y) shows a unidirectional relationship. Increasing Price Perception (X2) results in increased Consumer Satisfaction (Y), as well as decreasing Price Perception (X2), Consumer Satisfaction (Y) will decrease.
4. Facility (X3) has a positive influence on Consumer Satisfaction (Y) with a regression coefficient of 1,681 which means that if Facility (X3) increases by one unit, then Consumer Satisfaction (Y) will increase by 1,681, assuming that Price Perception (X2) is in constant condition. With this positive influence, it means that between Facilities (X3) and Consumer Centers (Y) shows a unidirectional relationship. Facilities (X3) that are increasing result in increased Consumer Satisfaction (Y), as well as Facilities (X3) which are decreasing, Consumer Satisfaction (Y) will decrease.

The calculation results of the service quality variable (X1) show a beta value in the multiple regression coefficient of 1.902 which is greater when compared to the Price variable

(X2) of 0.613 and the Facility variable (X3) of 1.681, this shows that the service quality variable is more dominant in affecting customer satisfaction at the East Lombok Zun Motor Workshop.

**Partial Test (Test t)**

Based on partial testing, results are obtained as follows:

**Table 2. Partial Test Results (t test)**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.752	3.243		2.706	.010
	Quality of service	.310	.163	.275	1.902	.063
	Price Perception	.081	.132	.091	.613	.543
	Facilities	.205	.122	.261	1.681	.100

a. Dependent Variable: Customer Satisfaction

Partial testing based on the results of the t-test calculation above can be explained that:

1. In the Service Quality variable (X1), the t value is calculated > t table (3.263 > 2.012) and the sig value. < 0.05 (0.002 < 0.05), it can be concluded that the Service Quality variable (X1) partially has a significant effect on the Consumer Satisfaction variable (Y); so Ha was accepted.
2. In the Price perception variable (X2), the value of t is calculated > t table (2.349 > 2.012) and the value of sig. < 0.05 (0.000 < 0.05), it can be concluded that the Price perception variable (X2) partially has a significant effect on the Consumer Satisfaction variable (Y) so that Ha is accepted.
3. In the Facility variable (X3), the value of t is calculated > t table (3.310 > 2.012) and the value of sig. < 0.05 (0.002 < 0.05), it can be concluded that the Facility variable (X3) partially has a significant effect on the Consumer Satisfaction variable (Y) so that Ha is accepted.

**Simultaneous Test (Test F)**

Based on simultaneous testing obtained the following results:

**Table 3. Simultaneous Test Results (Test F)**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.812	3	20.271	5.362	.003 <sup>b</sup>
	Residual	173.908	46	3.781		
	Total	234.720	49			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Price Perception, Facilities

It is known that the value of  $\text{sig.} < \alpha$  ( $0.003 < 0.05$ ) and the F value is calculated  $> F$  table ( $5.362 > 2.795$  (obtained from F table) then it can be concluded that  $H_a$  is accepted. This also means that the variables Service Quality (X1), Price perception (X2) and Facility (X3) together or simultaneously affect Customer Satisfaction (Y).

Test Coefficient of determination ( $R^2$ )

Based on testing the coefficient of determination, the following results are obtained:

**Table 4. Coefficient of Determination Test Results**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.509 <sup>a</sup>	.259	.211	1.944	

a. Predictors: (Constant), Product Quality, Price, Creativity

From the results of the coefficient of determination test in the table in can be seen the coefficient of Adjusted R Square because in this study using more than two independent variables. It is known that the magnitude of the Adjusted R Square coefficient is 0.211. This means that the influence of the independent variable on the dependent variable was 21.1%, while the remaining 78.9% was influenced by other variables not observed in this study.

## Conclusion

From the results of the study "Analysis of Consumer Satisfaction in Zun Motor Workshop", the following conclusions can be drawn:

### 1. The Effect of Service Quality on Customer Satisfaction

The results of this study show that there is a significant influence between Service Quality on Consumer Satisfaction, this is evidenced by the results of the t test for the Service Quality variable on the Consumer Satisfaction variable obtained a calculated t value of 3.263 and t table 2.012 with a significant level of 5%. Based on the calculated t value greater than the table t value ( $3.263 > 2.012$ ), it can be concluded that Service Quality has a significant influence on Customer Satisfaction.

### 2. The Effect of Price Perception on Consumer Satisfaction

From this study, results were obtained that showed a significant influence between price perception on Consumer Satisfaction, this was evidenced by the results of the t test for the variable concerned where the calculated t value was obtained at 2.349 and t table 2.012 with a significant level of 5%. On the grounds that the calculated t value is greater than the table t value ( $2.349 > 2.012$ ), it can be concluded that price perception has a significant effect on consumer satisfaction.

### 3. The Effect of Facilities on Consumer Satisfaction

From this study, results were obtained that showed a significant influence between Facilities on Consumer Satisfaction, this was evidenced by the results of the t test for the relevant variable where a calculated t value of 3.310 and t table 2.012 with a significant level of 5%. By reasoning that the calculated t value is greater than the table t value ( $3.310 > 2.012$ ), it can be concluded that Facilities have a significant effect on customer satisfaction.

## Recommendation

By referring to the conclusions that can be drawn from this study, the author tries to provide input or consideration in the form of suggestions as follows:

1. In increasing Consumer Satisfaction at Zun Motor workshops, business actors need to pay more attention to matters related to digitalization, especially Service Quality and Price perception in order to be more productive in running a business and able to compete in the midst of fierce competition. Thus, it can certainly have a positive impact, especially in increasing Consumer Satisfaction.
2. For further researchers to be able to add other variables that can affect Service Quality and Price Perception, multiply research samples or even by extending the research period with the aim of producing more accurate and relevant research results.

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