
The Effect Of Service Quality And Location On Consumer Satisfaction At Intan Motor Workshop In Cibeber, Bogor Regency

¹Sheikh Maulana, ^{2*}Jasmani

Universitas Pamulang, Tangerang Selatan, Banten, Indonesia
syehanm951@gmail.com, dosen01770@unpam.ac.id

ABSTRACT

This study aims to determine the effect of service quality and location on customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency. The method used is explanatory research with analysis techniques using statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study show that service quality has a significant effect on consumer satisfaction of 62.6%, the hypothesis test obtained $t_{count} > t_{table}$ or $(12.796 > 1.984)$. Location has a significant effect on consumer satisfaction of 68.3%, the hypothesis test obtained $t_{count} > t_{table}$ or $(8.595 > 1.984)$. Service quality and location simultaneously have a significant effect on consumer satisfaction with the regression equation $Y = 6.146 + 0.365X_1 + 0.495X_2$ and the contribution of influence is 73.3%, the hypothesis test obtained $F_{count} > F_{table}$ or $(18.770 > 3.090)$.

Keywords: Service Quality, Location, Customer Satisfaction.

INTRODUCTION

The rapid development of motorized transportation in Indonesia, especially in the province of West Java, has made motorcycle owners want to always last for years according to their expectations, for that reason motorcycles require maintenance or repair so that motorcycle owners can maintain their motorcycles properly and healthily. According to data from the Indonesian Motorcycle Industry Association (AISI), each volume motorcycle sales in the domestic market reached 505,670 units in May 2024, up 20.64% compared to the previous month (month-to-month/mtm). Likewise, motorcycle export sales from Indonesia increased 45% (mtm) to 47,449 units in May 2024. In May 2024, scooter-type motorcycles still dominated with a contribution of 90.34% to total domestic sales and 46.24% to total exports. Meanwhile, sales of sport-type motorcycles contributed 4.95% domestically and 27.06% to exports, then underbone motorcycles contributed 4.71% domestically and 26.71% to exports.

A motorcycle repair shop is a place or facility that provides repair, maintenance, and service for motor vehicles, especially motorcycles. Here, mechanics or technicians will perform various tasks such as engine repairs, replacement of spare parts, routine maintenance, and other services to ensure that the motorcycle is functioning properly. A motorcycle repair shop can be a private business, part of an authorized dealer, or an institution that specializes in motor vehicle maintenance. A motorcycle repair shop is not just about repairing or servicing motorcycles, but motorcycle repair shops can also modify the motorcycle according to the wishes of the motorcycle user. Because in this millennial era, many young people renovate or modify their own motorbikes in order to increase the speed of the motorbike or to make it look cool and elegant, therefore there will definitely be many young people or adults who will go to a repair shop for their respective needs.

Intan Motor Workshop is a workshop that has been operating since July 17, 2004, located on Jalan Cibeber, Bogor Regency. This workshop provides products and services in the form of service services, including light service to overhaul, both for cub and sport vehicles. This workshop also continues to evaluate the many inputs from consumers so that the quality of service can be more optimal for consumer satisfaction.

Therefore, the motorcycle repair shop business is indeed promising, considering that the number of motorcycle users is increasing. This is evident from the increasing production or sales of motorcycles from year to year, Therefore, the service needs of motorcycle users become routine needs by their users. In rural areas or densely populated areas, most of the residents use motorcycles for activities that are quite far away so that the frequency of motorcycle repairs and services is high, and increasingly tight competition will make business competition more enthusiastic in providing services to consumers.

Given the large number of competitors, something is needed that is superior to other competitors, such as increasing customer satisfaction, which can be assessed from the quality of service that can affect sales and profits at the Intan Motor workshop.

Consumer satisfaction is a condition when the needs, desires, and expectations of consumers for a product or service are met. Consumer satisfaction is also a measure of how good the service provided by the motorcycle repair shop is. In that case, it will appear with a sense of conformity of expectations from consumers where Conformity of expectations refers to the extent to which a person's hopes or expectations are in accordance with the reality faced. In the context of psychology, this can affect life satisfaction, happiness, and mental health. When a person's expectations are met, a sense of satisfaction usually arises; conversely, if expectations are not met, disappointment or stress can arise.

According to Tjiptono (2019:76), consumer satisfaction can be interpreted as a comparison between expectations before purchasing and perceptions of performance after purchasing. Based on the definitions explained by several experts above, it can be concluded that consumer satisfaction is a consumer behavioral response in the form of a post-purchase evaluation of a good or service that is felt (product performance) compared to consumer expectations.

Service Quality is the level of excellence perceived by customers from a service provided. This quality reflects how well the service meets or even exceeds consumer expectations. Therefore, reliability is used to assess the extent to which a service can be relied on to consistently meet customer expectations. High reliability can increase customer satisfaction, reduce maintenance costs, and improve the company's reputation. In many industries, such as automotive, electronics, and public services, reliability is a key factor in competitiveness.

However, vehicle maintenance and repair is not an easy job. It requires special knowledge. To know this knowledge, of course, it takes will and time. However, most motor vehicle owners usually feel that they do not have both of these things. Based on this, there is an opportunity for other parties who have expertise and work equipment in the field of motor vehicles (automotive) to open a workshop business. There is a transaction between people who need maintenance or repairs in the automotive field

and those who have expertise and equipment in the field, this is done in an automotive workshop.

Therefore, service quality is important to note because it will affect consumer satisfaction. Consumers will feel satisfied if they get the best quality service. A workshop can win the competition when they are able to create value and satisfy consumers by providing quality products and services.

In addition, inconsistent quality standards and lack of effective marketing can also be obstacles to attracting new consumers. There are several opportunities that can be utilized by motorcycle repair shop owners. For example, rapid technological developments provide an opportunity to introduce online repair shop services or service bookings through applications. In addition, with increasing awareness of the importance of maintaining clean air quality, and the environment in the location can affect consumer comfort which is very important to attract consumer interest in trying the services we sell.

Location can also affect consumer satisfaction, because location is an important part of a workshop where location plays a major role in achieving the success of a motorcycle workshop. Therefore, a strategic location is needed so that consumers can access it easily.

The relationship between location and accessibility in a motorcycle repair shop is very important. A strategic location, such as close to a main road or a busy center, makes it easier for customers to reach the repair shop. Good accessibility, such as the availability of sufficient parking and nearby public transportation, also increases consumer convenience. Conversely, a remote or difficult-to-reach location can reduce the number of consumers. In addition, repair shops that are easily accessible tend to be better known and can attract more attention from potential consumers.

According to Kotler and Armstrong (2018:51), location is a variety of company activities to make products produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers or customers and where the strategic location is.

Determining the location for each business is an important task for marketers, location is one of the situational factors that influence the decision or request for purchase. in the marketing mix location. Business can also be called a company distribution channel because the location is also directly related to buyers or customers in other words the location is also a place where producers distribute their products to consumers.

Based on the survey conducted, 33% of respondents disagreed with the visibility indicator with the statement that the location of the Intan Motor workshop is easy to find and 30% disagreed with the access indicator with the statement that access to the Intan Motor workshop is easy for consumers to reach. Of course, this indicates a problem related to the visibility and access indicators compared to other indicators where respondents tend to answer in agreement. It can be said from the data above that consumers are still less satisfied, which can affect consumer satisfaction.

1. Formulation of the problem

- a. Is there an influence between service quality and customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency?

- b. Is there an influence between location and customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency?
 - c. Is there a simultaneous influence between service quality and location on customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency?
- 2. Research purposes**
- a. To determine the influence of service quality on customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency.
 - b. To determine the influence of location on customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency.
 - c. To determine the simultaneous influence between service quality and location on customer satisfaction at the Intan Motor Workshop in Cibeber, Bogor Regency.

LITERATURE REVIEW

1. Quality of Service

According to Arianto (2018:83) Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet consumer expectations. The indicators used include: 1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Physical evidence

2. Location

According to Ghanimata in Kurniawan and Soliha (2022:350), location is "the location of a shop or retailer in a strategic area so that it can maximize profits. Today's consumers are certainly very wise in seeing and choosing the location of their purchasing destination". The indicators used include: 1. Accessibility 2. Visibility 3. Traffic 4. Environment 5. Criteria.

3. Customer Satisfaction

According to Fandy Tjiptono (2015:45), consumer satisfaction is a basic element in modern marketing thinking and practice, competition can be won if the company is able to create and maintain consumers. The creation of consumer satisfaction can provide several benefits including a harmonious relationship between the company and its consumers, providing a good basis for repeat purchases and creating loyalty, and forming positive recommendations that benefit the company.

RESEARCH METHODS

1. Population

The population in this study was 100 respondents from the Intan Motor Workshop in Cibeber, Bogor Regency.

2. Sample

The sample in this study amounted to 100 respondents.

3. Types of research

The type of research used is associative, where the aim is to determine the influence between independent variables on dependent variables, both partially and simultaneously.

4. Data Analysis Methods

In analyzing the data, instrument tests, classical assumption tests, regression, coefficient of determination and hypothesis tests were used.

RESEARCH RESULT

1. Verification Analysis.

This analysis is intended to determine the influence of independent variables on dependent variables. The test results are as follows:

a. Multiple 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. Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.146	2,086		2,947	.004
Service Quality (X1)	.365	.085	.366	4.273	.000
Location (X2)	.495	.079	.537	6.259	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the regression equation $Y = 6.146 + 0.365X_1 + 0.495X_2$ is obtained. From the equation it is explained as follows:

- 1) The constant of 6.146 means that if there is no quality of service and location, then there is a consumer satisfaction value of 6.146 points.
- 2) The service quality regression coefficient is 0.365, this number is positive, meaning that for every 0.365 increase in service quality, consumer satisfaction will also increase by 0.365 points.
- 3) The location regression coefficient is 0.495, this number is positive, meaning that every time there is an increase in location of 0.495, consumer satisfaction will also increase by 0.495 points.

b. Correlation Coefficient Analysis

The correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable, both partially and simultaneously. The test results are as follows:

Table 3. Results of Testing the Correlation Coefficient of Service Quality on Consumer Satisfaction

Correlations ^b	
Service Quality (X1)	Consumer Satisfaction (Y)

Service Quality (X1)	Pearson Correlation	1	.398**
	Sig. (2-tailed)		.000
Consumer Satisfaction (Y)	Pearson Correlation	.398**	1
	Sig. (2-tailed)	.000	

**.. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results, a correlation value of 0.398 was obtained, meaning that service quality has a moderate relationship with consumer satisfaction.

Table 4. Results of Testing the Correlation Coefficient of Location on Consumer Satisfaction

Correlationsb		Location (X2)	Consumer Satisfaction (Y)
Location (X2)	Pearson Correlation	1	.539**
	Sig. (2-tailed)		.000
Consumer Satisfaction (Y)	Pearson Correlation	.539**	1
	Sig. (2-tailed)	.000	

**.. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results, a correlation value of 0.539 was obtained, meaning that location has a moderate relationship with consumer satisfaction.

Table 5. Results of simultaneous testing of correlation coefficients of service quality and location on consumer satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.733	.728	2,849

a. Predictors: (Constant), Location (X2), Service Quality (X1)

Based on the test results, a correlation value of 0.856 was obtained, meaning that service quality and location simultaneously have a very strong relationship with consumer satisfaction.

c. Determination Coefficient Analysis

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

Table 6. Test Results of the Determination Coefficient of Service Quality on Consumer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791a	.626	.622	3.359

a. Predictors: (Constant), Service Quality (X1)

Based on the test results, a determination value of 0.626 was obtained, meaning that service quality has a 62.6% contribution to consumer satisfaction.

Table 7. Results of Testing the Location Determination Coefficient on Consumer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826a	.683	.680	3,090

a. Predictors: (Constant), Location (X2)

Based on the test results, a determination value of 0.683 was obtained, meaning that location has a 68.3% contribution to consumer satisfaction.

Table 8. Test Results of the Determination Coefficient of Service Quality and Location on Consumer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.733	.728	2,849

a. Predictors: (Constant), Location (X2), Service Quality (X1)

Based on the test results, a determination value of 0.733 was obtained, meaning that service quality and location simultaneously have a contribution of 73.3% to consumer satisfaction, while the remaining 26.7% is influenced by other factors.

d. Hypothesis Testing

Partial Hypothesis Test (t-Test)

Hypothesis testing with the t-test is used to determine which partial hypotheses are accepted.

First hypothesis: There is a significant influence of service quality on consumer satisfaction.

Second hypothesis: There is a significant influence of service quality on consumer satisfaction.

Table 9. Results of Hypothesis Testing of Service Quality on Consumer Satisfaction

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

	B	Std. Error	Beta		
1 (Constant)	9.214	2,390		3,856	.000
Service Quality (X1)	.788	.062	.791	12,796	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the calculated t value is $> t$ table or ($12.796 > 1.984$), thus the first hypothesis proposed that there is a significant influence between service quality and consumer satisfaction is accepted.

Table 10. Results of Hypothesis Testing of Location on Consumer Satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.019	2.926		4,791	.000
Location (X2)	.653	.076	.684	8,595	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the calculated t value is $> t$ table or ($8.595 > 1.984$), thus the second hypothesis proposed that there is a significant influence between location and consumer satisfaction is accepted.

Simultaneous Hypothesis Test (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypotheses are accepted.

Third hypothesis There is a significant influence between service quality and location simultaneously on consumer satisfaction.

Table 11. Results of Hypothesis Testing of Service Quality and Location on Consumer Satisfaction

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	904,526	2	452,263	18,770	.000b
	Residual	1918.923	75	25,586		
	Total	2823.449	77			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Location (X2), Service Quality (X1)

Based on the test results in the table above, the calculated F value was obtained $> F$ table or ($18.770 > 3.090$), thus the third hypothesis proposed that there is a significant influence between service quality and location simultaneously on consumer satisfaction is accepted.

DISCUSSION OF RESEARCH RESULTS

1. The Influence of Service Quality on Consumer Satisfaction

Service quality has a significant effect on consumer satisfaction with a correlation of 0.398 or has a moderate relationship with a contribution of influence of 62.6%. Hypothesis testing obtained a calculated t value > t table or (12.796 > 1.984). Thus, the first hypothesis proposed that there is a significant effect between service quality and consumer satisfaction is accepted.

2. The Influence of Location on Consumer Satisfaction

Location has a significant effect on consumer satisfaction with a correlation of 0.539 or has a moderate relationship with a contribution of influence of 68.3%. Hypothesis testing obtained a calculated t value > t table or (8.595 > 1.984). Thus the second hypothesis proposed that there is a significant effect between location and consumer satisfaction is accepted.

3. The Influence of Service Quality and Location on Consumer Satisfaction

Service quality and location have a significant effect on consumer satisfaction with the regression equation $Y = 6.146 + 0.365X_1 + 0.495X_2$, a correlation value of 0.856 or has a very strong relationship with a contribution of 73.3% while the remaining 26.7% is influenced by other factors. Hypothesis testing obtained a calculated F value > F table or (18.770 > 3.090). Thus the third hypothesis proposed that there is a significant effect between service quality and location simultaneously on consumer satisfaction is accepted.

CONCLUSION AND SUGGESTIONS

1. Conclusion

- a. Service quality has a significant effect on consumer satisfaction with a contribution of 62.6%. Hypothesis testing obtained a calculated t value > t table or (12.796 > 1.984).
- b. Location has a significant effect on consumer satisfaction with a contribution of 68.3%. Hypothesis testing obtained a calculated t value > t table or (8.595 > 1.984).
- c. Service quality and location simultaneously have a significant effect on consumer satisfaction with a contribution of 73.3% while the remaining 26.7% is influenced by other factors. Hypothesis testing obtained a calculated F value > F table or (18.770 > 3.090).

2. Suggestion

- a. Quality of service at the Intan Motor Workshop in Cibeber, Bogor Regency. Based on the distribution of questionnaire answers for the indicator (responsiveness) with the statement "Intan Motor Workshop Can Provide the Right Solution for Consumer Complaints" which only reached a score of 2.84. To be better, Intan Motor Workshop must provide more appropriate solutions for consumers so that consumers feel satisfied with the solutions provided by the Intan Motor Workshop.
- b. Location At Intan Motor Workshop in Cibeber Bogor Regency. based on the distribution of questionnaire answers for the indicator (Accessibility) with the statement "the location of the Intan Motor workshop is easy to find and visit by

public transportation". which only reached a score of 3.00. To be even better, the Intan Motor Workshop must make a banner so that the location of the Intan Motor workshop can be easily seen by people or consumers.

- c. Consumer Satisfaction at Intan Motor Workshop in Cibeber, Bogor Regency. Based on the distribution of questionnaire answers for the indicator (Reliability) with the statement "Intan Motor Workshop accepts every complaint from consumers well and quickly" which only reached a score of 3.02. To be better, Intan Motor Workshop must pay more attention to complaints from consumers so that consumers feel satisfied with the solutions provided by the Intan Motor Workshop

REFERENCES

- Algifari (2017). *Analisis Regresi untuk Bisnis dan Ekonomi*. Yogyakarta: BPFE.
- Arikunto, Suharsimi (2018) *Prosedur Penelitian Suatu Pendekatan Praktek*. Cibeber Kabupaten Bogor: Rineka Cipta.
- Fandy Tjiptono (2017). *Service Quality and Satisfiation*. Cibeber Kabupaten Bogor: Edisi tiga. Andi.
- Freddy Rangkuti (2016) *Strategi Promosi Yang Kreatif*, Edisi Pertama, Cetakan Pertama Cibeber Kabupaten Bogor: Gramedia Pustaka Utama
- Freed Luthans (2016). *Organizational Behavior*, McGraw-Hill, New York.
- Griffin R.W., & Ronald, J.E. (2003) *Dasar-Dasar Pemasaran*. Cibeber Kabupaten Bogor: Raja
- Handoko (2019). *Manajemen Personalia dan Sumberdaya Manusia*. Yogyakarta: BPFE.
- Hurriyati, Ratih (2015). *Bauran Pemasaran dan Kepuasan Konsumen*. Alfabeta, Bandung.
- Imam Ghazali (2017). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Edisi Kelima. Semarang: Badan Penerbit Undip.
- Istijanto (2017). *Riset Sumber Daya Manusia*. Cibeber Kabupaten Bogor: PT. Gramedia Pustaka
- Keller dan Amstrong (2019) *Prinsip-prinsip Pemasaran*. Edisi Kedua Belas. Jilid Satu. Cibeber Kabupaten Bogor: Erlangga.
- Kevin Keller dan Amstrong (2017). *Prinsip-prinsip Pemasaran*, Edisi Kedua Belas, Jilid Satu, Cibeber Kabupaten Bogor: Erlangga.
- Kharis, Ismu Fadli (2016). *Studi Mengenai Impulse Buying dalam Penjualan Online*. Semarang : Skripsi Universitas Diponegoro
- Kotler & Keller (2020). *Manajemen Pemasaran*. PT. Macaman Jaya Cemerlang. Cibeber Kabupaten Bogor.
- Kotler (2019). *Manajemen Pemasaran*. Edisi Keempat belas, Cibeber Kabupaten Bogor: PT. Indeks.
- Lupiyadi, Rambat (2018). *Manajemen Pemasaran Jasa edisi 2*, Cibeber Kabupaten Bogor: Salemba Empat.
- Philip Kotler (2020). *Manajemen Pemasaran*, Edisi Keempat Belas, Cibeber Kabupaten Bogor: PT. Indeks.
- Pugu, M. R., Riyanto, S., & Haryadi, R. N. (2024). *Metodologi Penelitian; Konsep, Strategi, dan Aplikasi*. PT. Sonpedia Publishing Indonesia.

- Rao, Purba (2015). *Measuring Consumer Perceptions Through Factor Analysis*, The Asian.
- Santoso, Singgih (2018). *Menguasai Statistik Multivariat*. Cibeber Kabupaten Bogor: PT Elex Media Komputindo.
- Sedarmayanti (2016). *Manajemen Sumber Daya Manusia, Reformasi Birokrasi dan Manajemen Konsumen Negeri Sipil*, Cetakan Kelima, Bandung: PT Refika Aditama.
- Siagian, S (2017). *Manajemen Sumber Daya Manusia*. Cibeber Kabupaten Bogor: Bumi Aksara.
- Sugiyono (2020). *Metode Penelitian Administrasi : dilengkapi dengan Metode R & D*. Bandung: Alfabeta.