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Quality of Products and Quality Service to Customer Satisfaction Workshop on Hasimah Motor Workshop

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ABSTRACT

With the development of increasingly advanced technology, particularly in the automotive industries many have interested in running in which the motorcycles workshops services. With more and more development of the bike shop, which grew rapidly, almost all bike shop offers good quality services in order to retain customers. This study was conducted in order to determine the effect of Product Quality and Quality of Service on the Customer Satisfaction on Hasimah Motor Repair. This study uses sampling techniques such as random sampling, with a total sample of 96 customers. The research instrument used as a measuring tool in this study is a questionnaire. The method used is descriptive qualitative. The method used to analyze the results of respondents' answers to the questionnaire given. Results of research on the motor Hasimah workshop revealed that there is a significant effect partially and simultaneously of the product quality and service quality to customer satisfaction. Given this research is expected to provide input to the motor Hasimah workshop further improve service quality and customer satisfaction.

Keywords: Quality Products, Quality of Service, and Customer Satisfaction.

1. BACKGROUND

Motorcycle repair business venture is one form of economic enterprise has very good prospects, in conducting this business the most important is how to get customers and how to maintain loyal customers. To maintain the growth and development of business, the company is in need of information on the quality of product and service quality, where quality of product and service quality of a company can portray the image of the company itself. Customer satisfaction is a concept that has long been known in the science of marketing. Map sharply increasing business competition, changing customer preferences

and behavior, information technology is developing rapidly encourage business organizations to better respond to customer satisfaction focus to ensure business development. At the time of the increasingly fierce competition, manufacturers are trying to meet the needs and desires of customers by offering different types of products; Bargaining power of consumers is getting bigger, which encourages every company must put its orientation on customer satisfaction as the ultimate goal. Manufacturers are increasingly convinced that the key to success to win the competition lies in its ability to provide total customer value to satisfy customers through the delivery of a quality product.

2. PROBLEM IDENTIFICATION

Based on the above background, the author discusses the formulation of the problem as follows:

1. Is the quality of the partial products may affect customer satisfaction Hasimah Motor Repair?
2. Is the quality of services can be partially affect customer satisfaction Motorcycle Repair Hasimah?
3. Is the quality of the product quality and service quality while simultaneously affect customer satisfaction Hasimah Motor Repair?

3. HYPOTHESIS

According Sugiyono (2008: 93), the hypothesis can be interpreted as a temporary answer to the formula research problem, it is necessary hypothesis is as follows :

1. Ha: $\beta_1 = 0$ partially influence product quality to customer satisfaction
2. H0: $\beta_1 \neq 0$ The product quality is partially has no effect on customer satisfaction.
3. Ha: $\beta_2 = 0$ Quality of service partially influence on customer satisfaction
4. H0: $\beta_2 \neq 0$ Quality of service partially has no effect on customer satisfaction
5. Ha: $\beta_3 = 0$ Quality of product and service quality jointly influenceto customer satisfaction.
6. H0: $\beta_3 \neq 0$ Quality products and quality service together has no effect on satisfaction.

4. LITERATURE REVIEW

4.1. Product Quality

Product quality is the characteristics of a product or service that relies on the ability to satisfy customer requirements stated or implied (Kotler and Armstrong, 2008).

This product quality is the overall concept of the object or process that provides a number of benefits to the consumer value (Lupiyoadi and Hamdani, 2009).

Understanding of the product is all that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a desire or need (Kotler and Armstrong, 2008).

H0: The product quality is partially an effect on customer satisfaction.

H1: The product quality is partially no effect on customer satisfaction.

4.2. Quality Service

Quality service “Overall traits and characteristics of a product or service for their ability to meet the needs that have been determined or latent” (Lupiyoadi, 2006: 144). Quality of service is the extent to which services that meet its specifications (Lupiyoadi and Hamdani, 2009) (Faeni, 2015). According to the American Society For Control in his Lupiyoadi (2006: 144) quality of service is the overall traits and characteristics of a product or service in terms of the ability to meet the needs that have been determined or latent (American Society For Control in his Lupiyoadi 2006: 144)

H0: Quality of service partially influence on customer satisfaction.

H1: Quality of service partially no effect on customer satisfaction.

4.3. Customer Satisfaction

Customer satisfaction is a comparison between products perceived as predicted before the product was purchased or consumed. If the consumer perceived exceed expected, the consumer will be satisfied, otherwise if the consumer perceived lower than expectations, consumers will feel dissatisfied. (Walker (1995) in (Hasan 2008). Satisfaction is feeling happy or pleased or disappointed that emerged after comparing the performance (results) are considered products of the performance (or outcome) is expected. If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. (Kotler and Keller, 2009: 177). The measurement of consumer satisfaction is doing the best aspects of the most important for customers, in general there are four methods commonly used to measure customer satisfaction namely by Pandi 1999 in Ali Hasan (2008: 68) explains the methods that can be used to measure customer satisfaction, can be described as follows :

1. Confirmation of hope, that in this concept, satisfaction is not measured directly, but is inferred based on the suitability or unsuitability between customer expectations and actual performance of the company's products.
2. Repeat purchase interest, namely behavioral measured customer satisfaction with the street asking if customers would shop or use the services of another company.
3. Willingness to recommend, that in the case of repeated purchase products that are relatively long (such as buying a car, brokerage house, a computer, a tour around the world, and so on), the willingness of customers to recommend products to friends or family to be an important measure to be analyzed and acted upon.
4. Complains and dissatisfaction customers, that is aspects examined to know ketidakpuasaan customers is (a) a complaint, (b) returns the product (c) cost warranty, (d) word of mouth negative remarks.

H0: Quality products and quality of service simultaneously influence customer satisfaction.

H1: Quality products and quality services simultaneously has no effect to customer satisfaction.

5. RESEARCH METHODOLOGY

(a) Correlation Test

To determine the correlation X1, X2 against and Y can be assisted by using SPSS 23 output as follows in Table 1.

Table 1
Correlation Test

		<i>Quality product</i>	<i>Quality services</i>	<i>Customer satisfaction</i>
Quality product	Person Correlation	1	.697**	.709**
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Quality services	Person Correlation	.697**	1	.791**
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Customer satisfaction	Person Correlation	.709**	.791**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

Table 2
Furthermore bivariate relationship between the variable quality of the product (X1) and quality of service (X2) to customer satisfaction (Y). By using correlation person

		<i>Quality product</i>	<i>Quality services</i>	<i>Customer satisfaction</i>
Quality product	Person Correlation	1	.697**	.709**
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Quality services	Person Correlation	.697**	1	.791**
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Customer satisfaction	Person Correlation	.709**	.791**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

1. **Correlation variables X1 and Y = 0.709, which means a strong relationship between both variables and direction:** From the results of correlation in the output Table 4:30, generating a sig of 0.00 when compared to the alpha value (0.05), then the value obtained sig smaller than the value of alpha, $0:00 < 0:05$. In accordance with the basis for a decision if $\text{sig} < 0.05$ then H_0 is rejected and H_a accepted. The conclusion is that there is a significant relationship between the variables of Product Quality (X1) to Customer Satisfaction variable (Y) to determine the nature of the correlation between variables to variable Product Quality Customer satisfaction can be seen by the Table 4:30, that the magnitude relationship Product Quality (X1) to variable customer satisfaction (Y) which is calculated by the correlation coefficient (Pearson correlation values in Table 4.30). The result is a correlation coefficient = 0.709, this shows that there is a very strong and direct (same direction as the positive correlation coefficient) between the variable product quality to customer satisfaction. Table 2.

2. **Correlation Variable X2 and Y = 0791, which means the relationship between the two variables is quite strong and direct:** So it can be concluded from the results of correlation in the output Table 4:30, generating a sig of 0.00 when compared to the alpha value (0.05), then the value obtained sig smaller than the value of alpha, $0:00 < 0:05$. In accordance with the basis for a decision if $sig < 0.05$ then H_0 is rejected and H_a accepted. The conclusion is that there is a significant relationship between the variables Quality of Service (X2) to variable customer satisfaction (Y) to determine the nature of the correlation between variables to variable Quality of Service Customer Satisfaction can be seen by the Table 4:30, that the relationship Quality of Service (X2) to variable customer satisfaction (Y) which is calculated by the correlation coefficient (Pearson correlation values in Table 4.30). The result is a correlation coefficient = 0.791, this shows that there is a very strong and direct (same direction as the positive correlation coefficient) between the variables of the Service Quality Customer Satisfaction.

(b) Regression

Analysis influence (regression) product quality (X1) and the quality of services (X2) to the customer satisfaction (Y) regression effect analysis (regression) product quality (X1) and quality of service (X2) on the customer satisfaction (Y). Regression Effect Analysis (Regression) Product Quality (X1) and Quality of Service (X2) on the Customer Satisfaction (Y). Table 3.

1. Product Quality influence of variables (X1) to Customer Satisfaction variable (Y) Model Summary.

Table 3
Product Quality to Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.498	1.76024

Processed by SPSS 23.0

Table 4
Model Summary Rsquare ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	294.753	1	294.753	95.129	.000 ^a
Residual	291.254	94	3.098		
Total	586.007	95			

Sumber: Hasil Olahan SPSS 23.0

^aPredictors: (Constant), Quality Service

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.510	1.197		1.261	.210		
Quality product	.417	.043	.709	9.753	.000	1.000	1.000

Source: SPSS 23.0

^aDependent Variable: Customer satisfaction

Y can be determined by looking at the table Model Summary Rsquare, where the value of $R^2 = 0.503 = 50.3\%$. So variables affect the variable Y X1 of 50.3% and the rest is $100\% - 50.3\% = 49.7\%$ influenced by variables - other variable outside this research.

With significant level 0,05 (5%) with degree of freedom (df) = $n - 2 = 96 - 2 = 94$, resulted t -table 1,664, whereas t -table is as 9,753 (Table 4). Regression equations $Y = a + BX1$ and $Y = 1.510 + 0,417x1$ decision:

So it can be concluded that the variable X1 are contributing significantly to. Y can be determined by looking at the table Model Summary Rsquare, where the value of $R^2 = 0.503 = 50.3\%$. So variables affect the variable Y X1 of 50.3% and the rest is $100\% - 50.3\% = 49.7\%$ influenced by variables - other variable outside this research. By using a significant level of 0.05 (5%) and using the degree of freedom (df) = $n - 2 = 96 - 2 = 94$, then obtained t -table value of 1.664, while regression calculation results obtained t calculate equal to 9.753 (see Table 4:34) Means that the variable quality of the product (X1) partially/individual has a significant influence on consumers. Means satisfaction that the variable quality of the product (X1) partially/individual has a significant impact on customer satisfaction between service quality (X2) toward customer satisfaction (Y).

Table 5
ANOVA^b

	<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	367.108	1	367.108	157.644	.000 ^a
	Residual	218.899	94	2.329		
	Total	586.007	95			

^a*Predictors:* (Constant), quality service

^b*Dependent Variable:* Customer satisfaction

Table 6
Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.791 ^a	.626	.622	1.52601

^a*Predictors:* (Constant), quality service

Table 7
Coefficients^a

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		<i>t</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>				<i>Tolerance</i>	<i>VIF</i>
1	(Constant)	4.388	.708			6.202	.000		
	kualitas_layanan	.178	.014	.791		12.556	.000	1.000	1.000

^aDependent Variable: Customer satisfaction

So it can be concluded that the X2 contribute significantly to the variable Y. and therefore, individually or partial testing can be done. The magnitude of the effect of simultaneous X2 variable to variable. Y can be determined by looking at the table Model Summary Rsquare, where the value of $R^2 = 0.626 = 62.6\%$. So

X2 affect the variable Y for 62.6% and the rest is $100\% - 62.6\% = 37.4\%$ influenced by variables – other variable outside this research. (Table 7).

With significancy of 0.05 (5%) and using the degree of freedom ($df = n - 2 = 96 - 2 = 94$), then obtained table value of 1.664, while regression calculation results obtained t count equal to 12.556 (see Table 4). Means that the variable quality of the product (X2) partially/individual has a significant impact on customer satisfaction (Table 6). Influence simultaneously (Overall) between the variable quality of service (X1) and Product Quality variable (X2) Toward Customer Satisfaction variable (Y) .the influence of simultaneous (overall) quality services between variables (X1) and variable product quality (X2) of the variables customer satisfaction (Y). (Table 8).

Table 8
ANOVA^b

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	395.402	2	197.701	96.462	.000 ^a
	Residual	190.605	93	2.050		
	Total	586.007	95			

^a*Predictors:* (Constant), Quality service, quality product

^b*Dependent Variable:* Customer satisfaction

Processed SPSS 23.00

Table 9
Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.821 ^a	.675	.668	1.43161

Processed by SPSS

Coefficients

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	1.738	.974		1.784	.078
Product quality	.180	.049	.306	3.716	.000
Customer satisfaction	.130	.019	.578	7.008	.000

^a*Dependent variables:* Customer Satisfaction

^b*Source:* Processed SPSS 23.00

So it can be concluded that the variables X1 and X2 simultaneously and significantly contribute to variable Y and therefore, individually or partial testing can be done. Conclusion SIG = 0.000 (> 0.05) then ha received/ H_0 rejected. So it can be drawn conclusion that the variable X1 and X2 simultaneously and Significantly Contribute to the variable Y and therefore, individually or partial testing to do. The magnitude of the effect of variable X1 and X2 simultaneously to variable Y can be determined by looking at the table Model Summary Rsquare, where the value of $R^2 = 0.675 = 67.5\%$. So the X1 and X2 variables affect the variable Y of 67.5% and the rest is $100\% - 67.5\% = 32.5\%$ influenced by variables - other variable outside

this research. While the magnitude of the path coefficients for other variables outside the research that affects the value of the variable Y.

The magnitude of the influence of the variables X1 and X2 simultaneously to variable Y known by looking at r^2 in table model summary, where the value $r^2 = 0,675 = 67,5\%$. So variable X1 and X2 affect the variable Y for 67,5% and the rest is $100\% - 67,5\% = 32,5\%$ influenced by the variable - other variables outside of this study. Meanwhile the magnitude of the coefficient of the path to the other variables outside the research that affect the value of variable Y. By using a significant level of 0.05 (5%) and using the degree of freedom (df) = $n - 2 = 96 - 2 = 94$, the obtained value of T table of 1.664, while regression calculation results obtained t count equal to 96.462 (see table 9).

Means that the variable quality of the product (X2) partially/individual has a significant impact on customer satisfaction. Result: when T count = 96.462 > T table = 1.664, then H1 accepted when T count = 96.462 < T table = 1.664, then H0 rejected conclusion: means that the variable product quality (X2) partially/individual has a significant effect on customer satisfaction.

6. CONCLUSIONS

1. Product quality (X1) partially/individually influence positive and significant to the customer satisfaction (Y).
2. The quality of services (X2) partially/individually provide significant influence and positive to the customer satisfaction (Y).
3. The product quality (X1) and the quality of services (X2) together provide significant influence and positive to the customer satisfaction (Y).

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