

ANALISIS TINGKAT KEPUASAN KONSUMEN TERHADAP PELAYANAN SERVIS BENGKEL TOYOTA CV SUMBER HARAPAN DI KABUPATEN BERAU

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ABSTRACT

The purpose of this research is to know and describe clearly the level of customer satisfaction with the service service Toyota CV Sumber Harapan in Berau. In analyzing the data using analysis tools, among others: Validity and Reliability Test, and Weighted Factor Value Method. The results of this study conclude that the total value of the weighted factor for the level of customer satisfaction for the service of Toyota CV Sumber Harapan repair shop is 3.8 and is included in the criteria $N > 3$. Thus, the proposed research hypothesis is rejected, because it means that Toyota CV Sumber Hope has satisfied consumers.

The results of the respondent's assessment of the questionnaire regarding the level of customer satisfaction with Toyota CV Sumber Harapan repair shop services showed a positive response consisting of 65% of the statements "Very Satisfied" and "Satisfied". The negative responses given by the respondents consisted of "Not Satisfied" (31%) and "Not Satisfied" (4%), so that if the total negative responses were only 35%. With the negative response, the percentage of which is one-third of the number of respondents, provides a separate note for the Toyota CV Sumber Harapan workshop although it is satisfactory but not yet optimal in terms of providing car service services.

Key words: customer satisfaction, service quality.

INTRODUCTION

Background

The current era of globalization requires privately owned business entities, especially private companies, to improve their services professionally in accordance with their respective fields.

Rapid changes in technology and the flow of information have encouraged

companies to produce products or services that can meet the needs and desires of consumers, so that consumers are satisfied with what they have received from the company. There are many ways that companies can fulfill the needs and desires of consumers, one of which is by providing a good impression/image in

terms of products and services to consumers.

Private companies in Indonesia are very influential in the development of the business world and the economic life of the community, because most of these privately owned companies have monopolized several business fields that regulate the lives and needs of the community. Private companies are expected to be able to fulfill the needs and desires of the business world in general and the community in particular and must be able to maintain a good image in the eyes of the community.

Companies must be able to provide satisfaction to the public as consumers by providing quality services. Seeing this situation, the company strives to improve the situation by providing the best service to the public. With good service, it is hoped that the public will feel appreciated and not feel their rights are being ignored and finally consumers as users or customers of the services offered by the company will feel satisfied. If the quality of service provided to consumers is good, then the level of consumer satisfaction will be achieved. According to Lupiyoadi and Hamdani (2016:148). Toyota Workshop is one of the business units owned by CV Sumber Harapan which is located on Jalan Pemuda Tanjung Redeb. This company is engaged in the field of automotive sales, service and spare

parts, especially four-wheeled vehicles, namely cars with the Toyota brand. CV Sumber Harapan has various businesses other than workshops (services), namely sales points which are places where buyers and sellers make sales and payment transactions, and are also places to check the engine and body of cars that will be purchased or repaired, as well as selling vehicle spare parts (cars).

Services provided by CV Sumber Harapan in Berau Regency include: Toyota car price information, Toyota car test-drive, information on Toyota car credit, information on Toyota car dealer and showroom addresses throughout Indonesia, information on the latest Toyota products, service, sales and spare parts. Service is a very important element in efforts to increase consumer satisfaction. If the service provided meets consumer demand, consumers will feel satisfied, but if the service is below the expected level, consumers will feel dissatisfied or even dissatisfied.

Consumers who are dissatisfied with the quality of service provided will automatically tell others about their dissatisfaction. Measuring the level of satisfaction with the services provided by the Toyota CV Sumber Harapan Workshop in Berau Regency to consumers must always be done to find out and plan better strategies in the future in order to improve the quality of its services so that it can meet consumer desires and satisfaction and to minimize problems

that may arise in the future. As Tjiptono (2011:350) argues that consumer satisfaction is formulated as a post-purchase evaluation, where the perception of the performance of alternative products or services chosen meets or exceeds expectations after purchase. Observing the description above regarding the level of consumer satisfaction, further analysis and discussion are needed which will be outlined in this thesis by taking the title: "Analysis of the Level of Consumer Satisfaction Towards Toyota CV Sumber Harapan Workshop Service in Berau Regency". With this thesis, it is hoped that the service carried out properly can increase consumer satisfaction and provide more optimal results for the company. So that consumers will be satisfied with the car service provided by the Toyota CV Sumber Harapan Workshop in Berau Regency.

Problem Formulation

Based on the background that has been described above, the main problem in this study is:

"What is the level of consumer satisfaction with the service of the Toyota CV Sumber Harapan Workshop in Berau Regency?"

Purpose and Use of the Research

The purpose of this study is to determine and clearly describe the level of consumer satisfaction with the service of the Toyota CV Sumber Harapan Workshop in Berau Regency.

Meanwhile, the uses of this research are: 1. To perfect the

knowledge gained during the lecture period and to implement and apply it, in addition as a reference for other researchers in conducting similar research in the future. 2. As input and consideration for the management of Toyota CV Sumber Harapan Workshop in Berau Regency in planning and decision making in an effort to maintain customers so that it can increase the company's turnover.

LITERATURE REVIEW

Theory Review

1. Marketing Management The word management is often defined as a process of a series of planning, organizing, mobilizing and supervising activities carried out to achieve previously determined targets or goals and the definition of marketing is an activity in the economy that can help create economic value, the value determines the price of products or services. The most important factors in creating this value are production, marketing and consumption. So marketing is a link between production and consumption activities. So it can be concluded in general that marketing management is the process of planning, analyzing, implementing, and supervising or controlling marketing activities in a company so that the company's targets or goals can be achieved more efficiently and effectively.

According to Kotler (2012:146) the definition of marketing management is the analysis, implementation, and supervision,

programs aimed at making exchanges with the target market with the intent of achieving the organization's goals. This is very dependent on the organization's offerings in meeting the needs and desires of the market and determining prices, conducting communication, and effective distribution to inform, encourage and serve the market. Dharmmesta, Swastha and Irawan (2012:10) provide a definition of marketing management, namely various main activities carried out by a company to continue to maintain the survival of its company, to then develop, and to gain profit or benefit.

2. Elements of Marketing Management

There are 3 (three) important elements in marketing management (Laksana, 2016:4), including:

a. Orientation to consumers or buyers
In general, producers produce products to meet the needs and satisfaction of consumers who aim to gain profit. Consumers are the main orientation in business strategy. Of course, the marketing or sales process in business certainly prioritizes consumers in the marketing concept as the main priority.

b. Planning marketing activities as a whole

Marketing activities must be arranged comprehensively from all needs to facilitate the implementation and supervision process.

c. Consumer satisfaction

This is the main concern in developing a marketing strategy. Consumer satisfaction is not only measured and seen from the quality of the product produced, but also from the marketing methods and strategies implemented.

3. Marketing Management Function

It is known that the responsibility of the marketing department is to assist top management in influencing one or more groups to be served and to stimulate consumers to have the products offered by the company.

The marketing management functions according to Assauri (2012:5) are:

a. Field of transaction or exchange activities, including:

- 1) Purchasing function
- 2) Sales function

The purchasing and selling functions are related to the exchange from the seller to the buyer.

The purchasing function is carried out by the buyer for the type of goods, while the sales function includes activities to find markets and influence demand through personal selling and advertising. b. Physical supply activity areas, include:

- 1) Transportation
- 2) Warehousing or storage

The transportation and storage functions are related to moving goods from the place of production to the consumer's place. In addition, the function is related to storing goods.

The transportation function can be performed by ships, trucks, airplanes and trains. The storage function can be performed by the company to guarantee the integrity of goods before they reach the consumer's hands. c. Fields of activity to facilitate the flow of goods, include:

- 1) Purchasing
- 2) Standardization of goods and grading,
- 3) Risk bearing and
- 4) Collecting market information.

Supporting functions that include the functions of purchasing, risk bearing, standardization of goods and grading and collecting market information can assist other functions. The purchasing function aims to provide and serve the company's expenses. Risk bearing such as company losses, is an activity that must be faced in the business world. Standardization is a function that aims to simplify purchasing decisions by create a certain class of goods based on criteria such as size, weight, color, type or taste. While the function of collecting market information aims to collect various kinds of marketing information that can be used by managers in making decisions about the company itself.

4. Service Marketing Management

The dynamics that occur in the service sector can be seen from the development of various industries such as mail delivery services, package services, money transfers, which are now increasingly aware of

the need to increase orientation to customers or consumers. Manufacturing companies have now also realized the need for service elements in their products as an effort to increase their business competitive advantage. An important implication of this phenomenon is the increasing level of competition, so that different service marketing management is needed compared to the traditional marketing (goods) that has been known so far. According to Payne as quoted by Hurriyati (2015:42) service marketing is a process of perceiving, understanding, stimulating and meeting the needs of a specifically selected target market by channeling organizational resources to meet those needs.

5. Characteristics of Service Marketing

Several characteristics that distinguish goods marketing from services marketing (Tjiptono, 2011:18) are as follows:

a. Intangibility (intangibility) Services are different from other goods. If goods are an object, tool or object, then services are an act, action, experience, process, performance or effort, services cannot be seen, felt, smelled, heard or touched before being purchased or consumed.

b. Inseparability (inseparability)

Goods are usually produced, sold and then consumed, while services are generally sold first, then produced and consumed at the same time and place.

c. Variability/Heterogeneity/Inconsistency (diversity)

Services are variable because they are non-standardized output, meaning many variables are formed, the quality and type depend on who, when and where the service is produced.

d. Perishability

Services do not last long and therefore cannot be stored for sale or use at a later date. The perishable nature of services is not a problem if demand is constant/regular because previous services can be easily arranged in advance. If demand fluctuates, service companies will be faced with various difficult problems. In purchasing services, customers may only have personal access to a service for a certain period of time. Payment is usually intended for use, access or rental related to the service offered.

Marketing of goods products is different from marketing for service products. This is related to the differences in characteristics of services and goods. Marketing of goods products includes 4Ps, namely: product, price, promotion and place.

Meanwhile, for services, the four elements are added three more, namely: people, process, and customer service. These three things are related to the nature of services where production/operations to consumption are a series that cannot be separated in involving customers and service providers directly.

According to Lupiyoadi (2013:58), service marketing elements consist of 7 things, namely:

a. Product: what kind of service do you want to offer?

b. Price: what is the pricing strategy?

c. Promotion: what kind of promotion should be done?

d. Place: what kind of delivery system will be implemented?

e. People: what kind of people will be involved in providing the service?

f. Process: what kind of process is involved in operating the service?

g. Customer Service: what kind of level of service will be provided to consumers.

The products offered in the service business are not in the form of goods, as in manufacturing companies. In the service business, consumers do not buy the physical product but the benefits and value of the product called "the offer". The superiority of service products lies in their quality, which includes reliability, responsiveness, certainty, and concern. 6. Service Quality Modernization, changing lifestyles make consumers look for the best service, therefore service quality is one of the activities that must be considered by the company, because consumers will choose companies that offer high-quality services. According to Kotler and Susanto (2012:488), service quality is how far the difference is between reality and customer expectations for the services they receive or obtain. Meanwhile,

according to Tjiptono (2011:51), there are 5 types of quality perspectives, namely: a. Transcendental approach Quality is seen as innate excellence, where quality can be felt or known, but is difficult to define, usually applied to the world of art. b. Product-based approach Quality is a characteristic or attribute that can be quantified and measured. Differences in quality reflect differences in the number of several elements possessed by the product. c. User-based approach Quality depends on the person who views it, so that the product that best satisfies a person's preferences (for example perceived quality) is a high-quality product. d. Manufacturing-based approach Quality as conformity/equal to requirements. In the service sector that quality is often driven by the goal of increasing productivity and cost suppression. e. Value-based approach Quality is viewed in terms of value and price. Quality in this sense is relative, so that the product with the highest quality is not necessarily the most valuable product. However, the most valuable is the most appropriate goods or services to buy.

7. Consumer Satisfaction

Basically, the goal of a business is to create satisfied consumers. Creating consumer satisfaction can provide several benefits, including a harmonious relationship between the company and consumers, providing a good basis for repeat purchases and creating consumer loyalty, and

forming word-of-mouth recommendations that benefit the company. Tjiptono (2011:349) states that consumer satisfaction is a post-purchase evaluation where the alternative chosen is at least the same or exceeds consumer expectations, while dissatisfaction occurs when the outcome does not meet expectations. Consumer satisfaction is a consumer response to the discrepancy between the previous level of interest and the actual performance they feel after use. Consumer satisfaction is influenced by perceptions of service quality, product quality, price and personal and situational factors.

Analysis Tools

The hypothesis that has been presented in its proofuses a descriptive quantitative analysis method. Quantitative analysis is an analysis that uses data that is stated in the form of numbers. Descriptive analysis is used to analyze data by describing or depicting the data as it is without the intention of making conclusions that apply to the general public (Suharyani and Imam, 2017:15). The analysis tools used are:

1. Validity Test

The validity test is used to measure the validity (legitimate) or not of the statement items in a questionnaire. A questionnaire is said to be valid if the statement items in the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2013:53).

Measuring validity can be done by correlating the score of the statement items with the total score of the construct or variable (Ghozali, 2013:52-59). The significance test is done by comparing the r-count value with the r-table for degree of freedom (df) = n-2, n = number of samples. The validity test is done with the help of the SPSS program ver 25. A statement is said to be valid with the following provisions: a. The r-count result > r-table = valid b. The r-count result < r-table = not valid

2. Reliability Test

Reliability test is a tool to measure a questionnaire, which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to the question is consistent or stable over time. In this test, the researcher measures the reliability of the variable by comparing the Cronbach's Alpha value with the significance used greater than 0.70. A construct or variable is said to be reliable if it provides a Cronbach's Alpha value ≥ 0.70 (Ghozali, 2013:48). The reliability test is carried out with the help of the SPSS program ver 25.

3. Weighted Factor Value Method

The weighted factor value method is a method that uses a weighting factor in calculating the index value of a factor. The weighting factor is a factor used to distinguish the importance of a factor to other factors, which means that this method does not equalize the position of each

factor (Swastha and Irawan, 2015:314). The weighted factor value method can be calculated using the following equation:

$$N = \sum_{j=1}^n T_j F_{ij}$$

Where:

N = Total value / index number for satisfaction

n = Number of respondents

T = Weighted factor value, where $j=1,2,3,\dots,n$

F = Satisfaction value on factor j, where $1 < F_{ij} < 5$

Source: Swasta and Irawan (2015:314).

The criteria used to test the hypothesis that has been previously stated, are:

1. If $N > 3$, then the hypothesis is rejected, meaning the level of consumer satisfaction toward the service of Toyota CV Sumber Harapan Workshop in Berau Regency is satisfactory.

2. If $N < 3$, then the hypothesis is accepted, meaning the level of consumer satisfaction with the service of Toyota CV Sumber Harapan Workshop in Berau Regency is not satisfactory.

Description: A value of 3 is obtained from the average value (mean) of the total score divided by the number of alternative answers, namely: $1+2+3+4+5 = 15 : 5 = 3$.

INDICATOR ASSESSMENT	AVERAGE VALUE FACTOR WEIGHTED	PERCENTAGE
PHYSICAL EVIDENCE	0.797	21.10
RELIABILITY	0.762	20.19
RESPONSIVENESS	0.712	18.85
ASSURANCE	0.743	19.68
ATTENTION	3.777	100.00
TOTAL		

Conclusion

Based on the results of the analysis and discussion that have been carried out, the following conclusions can be drawn:

1. The total value of the weighted factor for the level of consumer satisfaction with the service of the Toyota CV Sumber Harapan workshop is 3.8 and is included in the criteria $N > 3$.

Thus, the proposed research hypothesis is rejected, because it means that the service of the Toyota CV Sumber Harapan workshop has satisfied consumers.

2. The results of the respondent's assessment on the questionnaire regarding the level of consumer satisfaction with the service of the Toyota CV Sumber Harapan workshop showed a positive response consisting of the statements "Very Satisfied" and "Satisfied" of 65%. The negative responses given by respondents consisted of "Less Satisfied" (31%) and "Not Satisfied" (4%), so that when these negative responses are added up, they are only 35%.

With the negative response, the percentage of which is one-third of the number of respondents, it

provides a separate note for the Toyota workshop

CV Sumber Harapan, although it is satisfactory, it is not yet optimal in terms of providing car service.

Suggestion

Based on the conclusion above, the author's suggestion is as follows:

1. In order to maximize the level of consumer satisfaction with the service of the Toyota CV Sumber Harapan workshop, it is suggested that the company's leaders and employees pay more attention to consumer complaints, especially regarding the cost of replacing new spare parts and the length of time consumers wait for service completion, and find solutions to this.

2. It is suggested that the Toyota CV Sumber Harapan workshop leader routinely provide training to improve and develop the human resources (HR) of his employees, so that they can be more professional and competent in carrying out their duties. It is also suggested to add employees in the mechanic section so that the car service process can be faster.

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