Effect of service quality dimensions on customer satisfaction at the Nikisa Body Repair Workshop in Malang

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ABSTRACT
This type of research is explanatory research, namely explaining the relationship between research variables and testing the hypotheses that have been formulated previously. The background for taking the title in this study is the fairly tight competition in the four-wheeled vehicle maintenance service business, which causes the NIKISA BODY REPAIR workshop to have an advantage in winning the competition. Excellence can be realized, one of which is by improving the quality of service from the NIKISA BODY REPAIR workshop so that consumer satisfaction can be realized. The purpose of this study was to determine the effect of service quality dimensions on customer satisfaction at NIKISA BODY REPAIR workshops, and to determine which service quality dimension factors most dominantly influence satisfaction at NIKISA BODY REPAIR workshops in Malang. The research method used was a sample population by distributing questionnaires to predetermined respondents (purposive sampling) to obtain research data. The data analysis used is using statistical methods such as multiple linear regression, F test, t test, to test the determined hypothesis. Based on the theoretical study used, the authors draw a hypothesis. Hypothesis I where there is significant influence simultaneously and partially between service quality dimension variables such as Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X3), and Empathy (X5) to customer satisfaction variable (Y1). And the second hypothesis is suspected that the empathy variable (X5) has a dominant influence on the Customer Satisfaction variable (Y1) compared to the other four variables. From the processed data, the resulting variable dimensions of service quality have a significant effect on customer satisfaction either partially or simultaneously. And the variable dimension of service quality that has a dominant influence on customer satisfaction is the variable Empathy (X5).

Keywords: Dimensions of Service Quality; Customer Satisfaction; Body Repair.

1. INTRODUCTION
In line with the development of the motor vehicle industry, especially four-wheeled vehicles, which are developing quite rapidly in the world, both in Asia and Europe, the impact of which is also being
felt in Indonesia. Many well-known brands such as Toyota, Honda, Isuzu, Ford, Kia, Hyundai, and many more have joined in enlivening the automotive world in Indonesia by launching their products. With the assumption that motorized vehicle consumers want their vehicles to continue to be good and usable and not inferior to new products, indirectly this creates quite tight competition, especially for repair service providers, both from official dealers who work with certain vehicle brands and workshop services owned by individuals or groups who compete with each other to get consumers.

So that this makes service providers carry out a lot of marketing strategies to win the competition, so that consumers remain loyal in consuming the services provided, and keep consumers from leaving and switching to other service providers or competitors. Its business only aims to meet the needs of customers for the services the company provides. However, nowadays companies (providers of motorized vehicle repair and maintenance services) are pursuing a better goal, namely how to grow satisfied customers towards loyal customers, because it is very clear to companies that it is actually far more valuable to have loyal customers in compare with customers who just need repair services, because the company’s most reliable source of income comes from consumers who will definitely buy the company's service products continuously.

This means that it is the consumer who plays a major role in contributing to the income or profit, success and sustainability of the service company itself. Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. From the several explanations regarding the dimensions of service quality mentioned above, it can be concluded that, the service quality dimension is the company's ability to provide services to meet the needs and desires of customers which is supported by internal company factors such as company operational support facilities, the ability and courtesy of service provider employees in providing services to their customers, the company’s sense of empathy for customers, as well as a sense of security and assurance to post-purchase consumer and when consuming the service. Services are highly variable because they are non-standardized output, meaning that there are many variations in form, quality and type, depending on who, when and where the services are produced.

Service buyers are very concerned about this high variability and often they ask the opinion of others before deciding to choose. To this day customer satisfaction is still a very relevant concept. The simple logic of the leaders or top management is that if the customer is satisfied, something better will definitely happen for their business in the future. They don't need to understand, however, the theory of customer satisfaction is still being seriously debated today. And that should be noted, accumulated customer satisfaction and consumers or customers in using products and services. Therefore, new transactions or experiences will have an impact on customer satisfaction.

2. METHOD

Based on the formulation of the problem and the aim of the study, namely to determine the effect of quality and the variables of service quality that are most dominant on customer satisfaction at the NIKISA BODY REPAIR workshop in Malang, in this study the researcher used a survey research method. Survey research can be used for purposes (Singarimbun, 1989: 4), (1) exploratory, (2) descriptive, (3) explanation (explanatory or confirmatory), namely to explain causal relationships and hypothesis testing, (4) evaluation, (5) predicting or forecasting certain events in the future, (6) operational research, and (7) developing social indicators.

Based on the research objective, namely to determine the effect of service quality and the variables of service quality that are most dominant on customer satisfaction at the NIKISA BODY REPAIR workshop in Malang, this research uses a survey method with explanatory or confirmatory purposes. Hypothetical research is research that is intended to looking for the relationship between the variables studied while the reason for choosing this type of research is to test and analyze the influence between the variables of service quality and customer satisfaction.

This study was chosen because it is in accordance with the research objectives, namely to explain the relationship and influence between service quality factors and customer satisfaction, as well as to test the hypotheses that have been formulated. This research is aimed at examining the effect of service quality factors on customer satisfaction at NIKISA BODY REPAIR in Malang. Based on the description above, the authors can determine that the research population is all customers who repair their vehicles at the Nikisa Body Repair shop in a certain period. In this case, it was determined that this research was carried out on workshop consumers from February 15 2007 to
March 28, 2007 which was the time allowed by the workshop to conduct research and was considered to be able to represent consumer responses about the dimensions of service quality by being asked for their opinion on the matter being studied namely through a questionnaire or questionnaire. Sampling according to Nasir (1999: 325), is a technique taken from several elements of the population that will be used as members of the sample.

In this study, the sampling technique used was non-probability sampling, namely the sampling technique by taking into account factors such as knowledge, beliefs, and experience of a person which causes not all members of the population to have the same opportunity to be selected, with considerations related to saving costs, time, and effort, as well as the reliability of research objectivity.

The non-probability sampling procedure used in this study is purposive sampling. Purposive sampling is based on certain characteristics or characteristics that are considered representative or represent the population or have certain characteristics that are appropriate to the issues raised, with the method of taking primary and secondary data sources using interview, documentation and questionnaire techniques. For maximum results, several tests were carried out in the study.

3. RESULTS AND DISCUSSION

The results of the research are based on the description of the identity of the respondents at the NIKISA BODY REPAIR workshop including name, address, gender, and age. The overall characteristics of the respondents in detail are as follows, the number of respondents with male gender was 95 people or 87.96% while the respondents with female gender were 13 people or 12.04%. This proves that the number of customers at Nikisa Body Repair is dominated by men.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 25 years</td>
<td>31</td>
<td>28.70 %</td>
</tr>
<tr>
<td>25 – 35 Years</td>
<td>32</td>
<td>29.62 %</td>
</tr>
<tr>
<td>36 – 45 Years</td>
<td>25</td>
<td>23.14 %</td>
</tr>
<tr>
<td>46 – 55 Years</td>
<td>14</td>
<td>12.96 %</td>
</tr>
<tr>
<td>&gt; 55 Years</td>
<td>6</td>
<td>5.55 %</td>
</tr>
<tr>
<td>total</td>
<td>108</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on Table 1, the number of respondents aged <25 years was 31 people or 28.70%, aged between 25 - 35 years was 32 people or 29.62%, aged 36 - 45 years was 25 people or 23.14%, aged 46 - 55 years was 14 people or 12.96%, and aged more than 55 years as many as 6 people 5.55%.

3.1 Research Instrument Test

The questionnaire in this study was used as an analytical tool. Therefore, the analysis that was carried out relied more on the respondent's scores for each observation. Meanwhile, whether the response score is true or not depends on data collection. A good data collection instrument must meet 2 important requirements, namely validity and reliability.

3.1.1 Validity Test, Reliability Test.

Validity test is a measure that shows the levels of validity and validity of an instrument, Suharsimi Arikunto (2002). An instrument is said to be valid if it is able to measure what it wants to measure or can reveal data from the variables studied appropriately. The level of instrument validity indicates the extent to which the data collected does not deviate from the description of the variable in question. It was concluded that these items can be used to measure the variables of physical evidence, reliability, responsiveness, assurance, and empathy. The reliability test shows the level of stability, constancy and accuracy of a measuring instrument or test used to determine the extent to which the measurement is relatively consistent when repeated measurements are made. The reliability testing technique is to use the alpha reliability coefficient value. The decision making criterion is if the value of the reliability coefficient alpha is greater than 0.6 then the variable is reliable.

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Coefficient</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Physical evidence</td>
<td>0.702</td>
<td>Reliabel</td>
</tr>
<tr>
<td>2</td>
<td>reliability</td>
<td>0.735</td>
<td>Reliabel</td>
</tr>
<tr>
<td>3</td>
<td>Responsiveness</td>
<td>0.650</td>
<td>Reliabel</td>
</tr>
<tr>
<td>4</td>
<td>Guarantee</td>
<td>0.692</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>
It is known that the value of Cronbach's alpha for all variables is greater than 0.6. From the provisions previously mentioned, all the variables used to see the effect on customer satisfaction are reliable.

3.1.1 Classical Assumptions of Regression
These classical assumptions must be tested to fulfill the use of multiple linear regression. After carrying out multiple regression calculations through the SPSS for Windows tool, testing of the classical assumptions of regression was carried out. This multicollinearity test is carried out to find out that there is no very strong relationship or there is no perfect linear relationship or it can also be said that the independent variables are not related to each other. The test method is to compare the tolerance value obtained from multiple regression calculations, if the tolerance value is <0.1, multicollinearity occurs.

4. CONCLUSION
This research was conducted to determine the Dimensions of Service Quality which consists of the variables Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy towards Customer Satisfaction of Nikisa Body Repair Workshop in Malang City. From the results of this study it can be concluded that the Service Quality Dimensions consisting of Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy have a significant influence on customer satisfaction at Nikisa Body Repair workshops both simultaneously and partially and Empathy Variable is a variable that has an influence dominant on consumer satisfaction compared to Physical Evidence, Reliability, Responsiveness, and Guarantee.

ACKNOWLEDGEMENTS
Based on the research conducted, the suggestion that the author can convey to the NIKISA Body Repair workshop is that the NIKISA Body Repair workshop must be able to maintain and improve the quality of services that the company has provided so far in accordance with customer needs. And even though all variables have a significant influence on customer satisfaction, the company should still try to improve service quality by providing direction to all workshop employees and training, because the perceptions and willingness of customers are different. It can be concluded that companies must try to improve service quality on an ongoing basis for the smooth running and profitability of the company and pay more attention to empathy between paying attention to paying attention to the interests of each customer, understanding the specific needs of customers so that the level of customer satisfaction at the NIKISA Body Repair workshop can increase. The NIKISA Body Repair workshop should pay more attention to factors outside the dimensions of service quality which are not included in this study, so that customers can experience more benefits than their expected needs.

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