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THE EFFECT OF PROMOTION AND QUALITY OF SERVICE ON MOTORCYCLE CONSUMER SATISFACTION (CASE STUDY OF STIE INDRAGIRI)

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Abstract

This research was conducted at the Indragiri Rengat School of Economics, especially students who use motorbikes. The purpose of this study was to determine the effect of promotion and service quality on motorcycle consumer satisfaction (case study of STIE Indragiri students). With the number of samples used as many as 94 respondents. Data processing using the IBM SPSS Statistic 21 program. The results of the study can be concluded that: (1) Promotion partially affects motorcycle consumer satisfaction (case study of STIE Indragiri students). (2) Service quality partially affects motorcycle consumer satisfaction (case study of STIE Indragiri students). (3) Promotion and service quality simultaneously affect motorcycle consumer satisfaction (case study of STIE Indragiri students). The influence of the Promotion and Service Quality variables on the consumer satisfaction variable is very strong, with a contribution of 86%, while the other variables not examined are 14%.

Keywords: Promotion, Service Quality, Consumer Satisfaction

INTRODUCTION

In today's developing era, business competition is getting tougher. Companies are required to be able to compete with other competitors, for companies that cannot compete it will have an impact on the survival of the company itself. One of them is an automotive company, namely motorcycle vehicles. Especially in Indonesia, there are many types of motorbikes that are offered to consumers. Each motorbike offered has its own advantages, of course consumers who want a motorbike will buy according to their needs.

In Indragiri Hulu Regency, there are various dealers who sell motorcycle vehicles, be it Suzuki, Yamaha, Honda, Kawasaki brand vehicles. Companies that are able to fulfill consumer

desires in this increasingly fierce business competition will become advanced companies and earn the desired profit. Motorcycle vehicles are a necessity for STIE Indragiri students to go to campus and so on. The results of an initial survey conducted on 100 STIE Indragiri students regarding vehicles used for daily activities showed that 48 people used Yamaha motorcycles, 30 people, 27 Kawasaki motorcycles and 5 Suzuki motorcycles. From the survey, it can be said that students use Yamaha brand motorcycles, this is because the motorcycles provide the wishes of consumers, in addition to the unit design, the motorcycle is very comfortable to use for long trips and the price offered is very affordable. Thus the results of the survey conducted show that customer satisfaction is the most important thing so that the company is able to compete with other companies. Many impacts can be obtained if consumers are satisfied with the product, consumers will promote the product to relatives or colleagues, but on the contrary if consumers are not satisfied they will give a negative view of someone who will buy by seeking information from that person.

There are many factors that influence consumer satisfaction, such as service quality. Quality of service is a way of working for companies that are trying to make continuous quality improvements to the processes, products and services produced by the company. (Kotler and Keller, 2007). If the company improves service quality, it will have an impact on increasing customer satisfaction (Eswika Nilasari & Istiatin, 2015). Based on research conducted by Pajaitan and Yuliati (2016) Quality service plays an important role in shaping customer satisfaction, besides that it is also closely related to creating profits for the company. The higher the quality of service provided by the company, the higher the satisfaction felt by the customer. Based on the results of a survey of 100 consumers, it is said that the perceived service quality is still not as desired by consumers, because consumers are still not satisfied with the services provided. This is because consumers have to wait for the desired product.

Based on the above phenomenon, I am interested in raising the title of the research, namely the effect of promotion and service quality on motorcycle consumer satisfaction (case study on STIE Indragiri Rengat students)

LITERATURE REVIEW

Consumers are all people who make transactions either from goods or services to meet their needs or desires. With consumers meet their needs or desires, this will help the company's sustainability to operate. As stated by Kotler and Armstrong (2012) that consumers are all individuals and households who buy or obtain goods or services for personal consumption. Consumers will re-transaction if customer satisfaction is met. According to Tjiptono (2012) consumer satisfaction will contribute to a number of crucial aspects, such as the creation of consumer loyalty, as well as increasing company reputation and increasing price elasticity, by reducing future transaction costs and increasing efficiency.

Kotler and Keller (2013) state that consumer satisfaction is a feeling of pleasure or disappointment from someone that arises as a result of comparing the performance of the product thought to the expected product performance. Consumer satisfaction is one of the essential goals for business activities, is seen as one of the best indicators for achieving future profits, triggering efforts to increase customer satisfaction (Hasan, 2013).

Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it and are not sure that the product will be useful to them, then they will never buy it. The importance of promotion can be illustrated by the parable that marketing without promotion can be likened to a man in sunglasses who from a dark place on a dark night winks at a beautiful girl in the distance. No one knew what the man was doing, except himself. Promotion is a marketing function that focuses on communicating marketing programs persuasively to target customers (audience) to encourage the creation of exchange transactions between the company and the audience (Hasan, 20009).

A single service or product cannot meet the needs of all customers, but it can meet the needs of specific customers. With these conditions, it is necessary to have good service quality so that customers can feel satisfied with what they want. According to Supranoto (2005) quality is a word that for service providers is something that must be done well. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery to balance consumer expectations (Tjiptono, 2007).

RESEARCH METHODS

This research was conducted on STIE-Indragiri students with a population of 1,677 students and a total sample of 94 samples, with a random sampling method. The analytical tool used is IBM SPSS 21. This type of research is quantitative with primary data sources. The data analysis used is instrument test, classical assumption test, multiple linear regression analysis and hypothesis testing.

RESEARCH RESULTS AND DISCUSSION

The results of the validity and reliability test of the independent and dependent variables can be seen below:

Table 1. Validity and Reliability Test Results

Description	Validity Test (Pearson Correlation 0,2028)	Reliability Test (Croanbach's Alpha 0,6)
Consumer Satisfaction 1	0,821	0,862
Consumer Satisfaction 2	0,614	
Consumer Satisfaction 3	0,729	
Consumer Satisfaction 4	0,828	
Consumer Satisfaction 5	0,835	
Promotion 1	0,818	0,884
Promotion 2	0,803	
Promotion 3	0,791	
Promotion 4	0,824	
Promotion 5	0,853	
Service Quality 1	0,814	0,893
Service Quality 2	0,832	
Service Quality 3	0,892	
Service Quality 4	0,834	
Service Quality 5	0,874	

Source : Processed Data

Of the 15 questionnaires that were made all of them were said to be valid and all of the variables were said to be reliable, so that it can be said that the questionnaires distributed were reliable for measuring the variables studied.

To determine the effect of the independent variables on motorcycle consumer satisfaction (Case Study of STIE Indragiri students), hypothesis testing was carried out using several statistical analyzes. From the results of data processing, the regression coefficient is obtained and can be seen in the following table:

Table 2 : Regression Coefficients

Variable	Undstandardized. Coefficients		standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,477	,931		,512	,610
Promotion	,149	,056	,111	2,657	,009
Service Quality	,870	,041	,883	21,147	,000

Source: IBM SPSS Version 21.0 Processed Data

From the results of the research above, it was obtained the multiple linear regression formula $Y=0.477+0.149X_1+0.870X_2$. Which is where this research shows a positive relationship between each - each independent variable to the dependent. The results of the partial test show that the product and price are significant < 0.05 . Thus promotion and service quality partially affect consumer satisfaction. To see the effect of the promotion variable and service quality can be seen in the table below:

Table 3 : ANOVA

Model		<i>Sun Of Squares</i>	Df	<i>Mean Square</i>	F	Sig.
1	Regression	344.564	2	172.282	279.744	.000 ^b
	Residual	56.043	91	.6161		
	Total	400.606	93			

Source: IBM SPSS Version 21.0 Processed Data

From the table above, it can be seen that $\text{sig} < 0.05$, thus promotion and service quality simultaneously have a significant effect on customer satisfaction. In addition, the level of relationship between all independent variables on the dependent variable in this study is in the criteria of a very strong relationship or very high influence and the contribution of the influence of the independent variable is 86.0%, while the remaining 14.0% is influenced by other variables that are not investigated in this study.

CONCLUSION

Based on research conducted by researchers, promotion partially has a significant effect on consumer satisfaction, as well as service quality partially has a significant effect on customer satisfaction. Taken together these two variables promotion and service quality affect consumer satisfaction. Service quality has a more dominant influence on consumer satisfaction when compared to promotion in the research conducted.

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