

Customer Satisfaction on Product Quality and Services PT. Krida Dinamik Autonusa Bima

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Abstrak

Penelitian bertujuan untuk menganalisis tingkat kepuasan konsumen terhadap kualitas dan pelayanan perusahaan dalam memasarkan barang. Penelitian merupakan penelitian deskriptif kuantitatif, artinya peneliti menjelaskan aspek-aspek hubungan sebab akibat kepuasan konsumen terhadap mutu dan pelayanan produk pada penjualan sepeda motor di Bima. Responden penelitian ini konsumen sepeda motor pada Periode Januari sampai dengan bulan Mei 2023 pada PT. Krida Dinamik Autonusa Bima sebanyak 63 orang. Instrumen penelitian merupakan alat bantu dalam upaya pengumpulan data penelitian. Instrumen yang dipergunakan dalam penelitian ini adalah angket dan data dokumentasi penjualan dan konsumen, kemudian data dianalisis menggunakan analisis deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa tingkat kepuasan konsumen tergolong tinggi, artinya konsumen memiliki kepuasan tersendiri terhadap kualitas atau mutu produk dan bentuk pelayanan perusahaan. Oleh karena itu, bagi perusahaan kompetitif agar lebih fokus pada pelayanan dan memperhatikan kualitas atau mutu produk.

Kata Kunci: Kepuasan Konsumen, Kualitas Produk, dan Pelayanan

Abstract

This study was purposed to analyze the level of consumer satisfaction with the quality and service of companies in marketing goods. This research is a quantitative descriptive research, meaning that the researcher explains the causal aspects of consumer satisfaction with product quality and service in motorcycle sales in Bima. Respondents to this study were motorbike consumers from January to May 2023 at PT. Bima Autonusa Dinamik Krida as many as 63 people. The research instrument is a tool in the effort to collect research data. The instruments used in this study were questionnaires and sales and consumer documentation data, then the data were analyzed using quantitative descriptive analysis. The results of the study show that the level of consumer satisfaction was high, meaning that consumers had their own satisfaction with the quality or quality of the product and the form of the company's service. Therefore, for competitive companies to focus more on service and pay attention to quality or product quality.

Keywords: *Consumer Satisfaction, Product Quality, and Service*

INTRODUCTION

According to Kotler (2009) satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions/impressions of performance (or results) of a product and their expectations. The high level of customer satisfaction will result in loyal consumers and open their hopes to buy again if they need goods or services to meet their needs. Indirectly the company can overcome competition and maintain or increase the level of consumer loyalty. This consumer loyalty is formed when the company can provide satisfaction. According to research followed by Jones, there is a close relationship between customer satisfaction and loyalty.

Individuals or companies that can be trusted, the first thought by someone if they want to do business with other people who have never done business with them. This can also be used as a guideline by companies so that consumers can trust the products offered and make repeat purchases at these companies, many companies rely on customer satisfaction as a guarantee of success in the future but are then disappointed to find that satisfied customers can buy competitor products without doubtful.

Marketing has a very broad scope that includes: all activities from the concept of ideas to the realization of profits¹ Thus the importance of customer satisfaction is like the continuity of the company, the company must always pay attention to the quality of the products it produces. This is done in an effort to provide satisfaction to its customers so that they remain loyal to the company, so as to be able to attract new customers, and influence their purchase intention. At a time when many competitors have emerged, of course there are their consumers who switch brands and this is a factor that must be considered in the company. If this really happens, then the company must carry out the right strategies to be able to maintain its products in the market.

Product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Quality of goods (quality) as suitability for use, which means goods or services in order to meet customer or customer needs.

The existence of good product quality is expected to repurchase by

¹ Hartanto, Dicki dan Zulkifli (2022). *Pengantar Bisnis Islami: Tinjauan Teori dan Praktek*. Penerbit Rajawali Pers, Jakarta. Hal 153.

consumers. In addition to paying attention to the quality of the products offered, producers must also be able to provide satisfaction to consumers in the form of attractive services and understand consumer needs. Because consumers will feel satisfied if they get good service or according to expectations. According to Kotler (2009) that service implies that any activity or benefit provided by a party to another party is basically intangible and does not result in the ownership of anything.

To find out the level of consumer satisfaction with the quality and service of products issued by the company, it can be done in four ways, namely: a) complaint and suggestion systems, b) consumer satisfaction surveys, c) Ghost shopping, namely analyzing competitor company policies and d) Lost customer analysis namely seeking information about the problems that cause consumers to no longer make purchases at the company.

The purpose of this study was to determine the level of customer satisfaction with the quality and service of motorcycle products at PT. Autonusa Bima Dynamic Krida. It is hoped that the results of this research can contribute to marketing science, especially regarding the measurement or assessment of the level of customer satisfaction. Practically this research can be used by company leaders

as a consideration in measuring or evaluating customer satisfaction so as to improve product quality and service

LITERATURE REVIEW

Consumer Satisfaction

The satisfaction of a consumer after using a particular product or service varies, this is influenced by the consumer's response after using the product or service. Consumers will certainly be disappointed if the product they buy is far from what was expected. And conversely, they will be satisfied if the product meets their expectations, and they will be very satisfied if the product exceeds their expectations².

Satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions/impressions of the performance (or results) of a product and its expectations (Kotler, 2009). As already explained, satisfaction is a function of perceived impressions of performance and expectations. If performance falls below expectations, the customer is dissatisfied. If performance meets expectations the customer is satisfied.

² Wayan, 2012. *Mempertahankan Loyalitas Pelanggan Bisnis Jasa (Pendekatan Faktor Pribadi, Kualitas Pelayanan dan Kinerja Kerelasiaan Pelanggan)*. Malang: Universitas Negeri Malang

The level of satisfaction achieved by consumers will be the cause of whether consumers will become customers or not. Companies must realize that a loyal customer can generate substantial revenue over a long period of time where this condition will bring in sufficient income for the company for many years. Conversely, if the customer is not satisfied with the product offered by the company, the customer can switch to similar products offered by other companies.

Consumer satisfaction is the main key in retaining customers so that consumers (customers) can make repeat purchases because satisfied customers will talk well about the company and the products it produces, make repeated purchases, reduce the portion of attention to competing brands or companies and even buy products that are different from same company. This will be able to have a very significant positive impact on the company's growth and also be able to maintain and even expand the share that has been controlled. In providing services, both to internal and external customers, service providers and providers must always strive to refer to the main goal of service, namely consumer satisfaction or customer satisfaction. We as parties who serve will not know whether the customers we serve are satisfied or not because the

only ones who can feel satisfaction from a service are the customers concerned.

Satisfaction in question is having the sense of providing services to meet the needs or desires of consumers according to what consumers expect in a more satisfying way. In this way, indirectly the company in the long run can earn profits by providing customer satisfaction (Swastha and Handoko, 2000:8).

The level of satisfaction obtained by these customers is usually closely related to the quality standards of the goods or services they enjoy as well as other services in the form of pre-sales, transactional and after-sales services (Adya, 2003:15). The size of the quality standard determined by the producer of goods or services is not necessarily the same as the standard of quality determined by the customer. For example, if we provide the same service to different customers, the level of satisfaction felt by each customer will be different. Thus a high level of customer satisfaction will open up consumer expectations to use the service and a sense of loyalty will be formed for the company concerned. The level of satisfaction with the company depends on the services offered.

According to Kotler (2009) the factors that influence the level of customer satisfaction are as follows: (1) tangible factors, in the form of comfortable and

clean room conditions and services that always appear neat and sympathetic; (2) condition factors, in the form of adequate facilities and reliable facilities and infrastructure; (3) responsiveness factor, responsiveness factor is professional, friendly, polite, trained, responsive service; (4) the confidence factor, guaranteeing the smooth use of services with the responsiveness of the available facilities; (5) Empathy factor, the fulfillment of customer needs offered and provided by the company.

Product quality

The quality of goods and services is basically centered on efforts to fulfill customer desires and the accuracy of their delivery to balance customer expectations. There is a close relationship between the quality of goods and services with customer satisfaction and company profits. Higher quality results in higher customer satisfaction (Kotler, 2002). Furthermore Ibrahim said that the quality provided to consumers who buy a product or service meets or even exceeds consumer expectations not only once but repeatedly so as to provide satisfaction, the consumer's perception is that he has obtained a product or service that has quality.

From the several opinions above, it can be concluded that what is meant by the

quality of goods and services are the factors contained in a form of service, where these factors are interconnected with each other and aim to provide a maximum level of customer satisfaction. So the value of the quality of goods and services can be seen from whether a consumer is satisfied with the services provided.

Service

The company's success rate is largely determined by the company's ability to provide quality service to consumers. According to Sunarti (2017) service quality is a dynamic condition related to products, services, people, processes, and the environment that meets and exceeds expectations. Kotler (2009) defines service as any action or performance offered by one party to another, which is basically intangible and does not result in any ownership.

Ningrum (2017) explains service quality is the level of expected excellence and control over that level of excellence to fulfill customer desires. There are two main factors that affect the quality of company services, namely customer expectations (expectation) and company performance perceived by consumers (performance). The company's service quality is considered good and satisfactory if the company's service meets consumer

expectations, if the company received is lower than expected then the company's service quality is perceived as bad, and if the company's performance is equal to consumer expectations the service is good and satisfying. Thus whether or not the company's service quality depends on the company's ability to provide services in meeting consumer expectations consistently (John and Mino, 2014).

Deniansyah (2011) identified five characteristic dimensions used by customers in evaluating service quality. The five dimensions of service quality characteristics are (1) tangibles, which include physical facilities, equipment, employees and means of communication; (2) reliability, namely the ability to provide services promptly and satisfactorily as promised; (3) responsiveness, namely the desire of the staff to help customers and provide responsive service; (4) assurance, which includes the ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt; (5) Empathy, which includes ease in making relationships, good communication, and genuine attention to customer needs.

RESEARCH METHODS

This research is a quantitative descriptive research, meaning that the researcher will explain the causal aspects of customer satisfaction with the quality and service of the company. Descriptive Statistics, which is also called Deductive Statistics or Simple Statistics, is statistics whose level of work includes ways of collecting, compiling or organizing, processing, presenting and analyzing numerical data, in order to provide an orderly, concise and clear description of a phenomenon, event or situation³.

Respondents to this study were motorcycle consumers (buyers) in the period January 2023–May 2023 at PT. Bima Autonusa Dinamik Krida as many as 63 people. The research instrument is a tool in the effort to collect research data. The instruments used in this study were questionnaires and sales and consumer documentation data, then the data were analyzed using quantitative descriptive analysis.

FINDINGS AND DISCUSSION

Based on the results of research and data analysis it can be seen that there are 3 (three) levels of customer satisfaction with

³ Hartanto, Dicki dan Sri Yuliani. 2019. *Statistik Riset Pendidikan*. Penerbit Cahaya Firdaus, Pekanbaru. Halaman 11

the quality and service of motorcycle products at PT. Autonusa Bima Dynamic Krida. Of the 20 (twenty) indicators developed by researchers, respondents stated that they were very satisfied with six indicators, namely: motorbike repair (warranty) service, motorcycle purchase bonuses/gifts, comfortable and quiet room arrangement, skilled and dexterous employees, polite employees and trained and responsive, employees who are able to communicate well.

Indicators stated satisfied about engine quality, ease of use, spending on fuel, safe use, color, design, completeness of type/type of motorcycle, driving comfort, management ensures smooth service, comfortable and quiet room arrangement, available facilities and adequate, friendly and professional service, employees who understand customer needs, and management strives to meet customer needs.

The level of customer satisfaction affects the quality and service of motorcycle products, which is the reason for the high consumer loyalty to products at PT. Autonusa Bima Dynamic Krida. The results of the study show that the higher the level of consumer satisfaction reflects the high quality of service and product quality being marketed. Quality products will be the main reason for people to buy them because product

quality includes quality and product design models that attract consumers' attention.

According to Mawardi (2015) service is an important variable in the marketing management of goods or services such as tangibles, physical facilities, equipment, employees and means of communication; reliability, the ability to provide services promptly and satisfactorily as promised; responsiveness, namely the desire of staff to help customers and provide responsive service; assurance, including the ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt; and empathy, which includes ease in making relationships, good communication, and sincere concern for customer needs. John and Mino (2014) consumer satisfaction is largely determined by the quality or quality of products and services

CONCLUSION

In general, consumers are classified as satisfied with the quality and service of motorcycle products at PT. Krida Dinamik Autonusa Bima, meaning that there is a match between consumer expectations and the quality of the company's products and services so that it becomes the reason for consumer loyalty. Therefore, as a competitive company, we always maintain market share by improving product quality and customer service.

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