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Service Quality, Promotion and After Sales Service Effect on Honda Motorcycle Customer Satisfaction at Astra Motor Center Jakarta

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A B S T R A C T

Companies in the motorcycle business exist to meet the public's driving needs, leading to intense competition among similar companies in presenting product excellence to capture consumer attention. This competition is unavoidable for Honda Astra Motor Center Jakarta , which must continuously strive to achieve its desired market share through strategic business policies and excellent service aimed at customer satisfaction. To face this intense competition, companies need to conduct intensive promotional activities using various promotional media such as print, electronic, and outdoor media. However, to increase product sales, companies must be able to strictly and selectively select the advertising media they will use for their own promotional activities. The purpose of this study is to determine the effect of service quality, promotion, and after-sales service on customer satisfaction, service quality on customer satisfaction, promotion on customer satisfaction, and how after-sales service conditions affect customer satisfaction. The testing process was carried out using several methods: validity testing, reliability testing, multicollinearity testing, heteroscedasticity testing, normality testing, and multiple linear regression analysis. The results of the Effect of Service Quality, Promotion and After Sales Service on Consumer Satisfaction Simultaneously at the level of significance below 0.05, service quality, promotion, and after sales service have a simultaneous effect on customer/consumer satisfaction. For the Partial Effect of Service Quality on Consumer Satisfaction through questionnaires distributed to respondents, most respondents stated that they agree that service quality has a positive effect on customer/consumer satisfaction. For the Partial Effect of Promotion on Consumer Satisfaction, it states that promotion has a significant effect on customer/consumer satisfaction. In the Partial Effect of After Sales Service on Consumer Satisfaction, most respondents stated that they did not agree that after sales service has a positive effect but has a negative effect on customer/consumer satisfaction.

Keywords: Customer Satisfaction, Service Quality, Activity Promotion, Brand Image, Astra Motor Center Jakarta, After Sales Service

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1. Introduction

A country's economic conditions will change people's mindsets. Similarly, in Indonesia, people determine their own desired goods and services based on their economic capabilities. Therefore, entrepreneurs are now oriented towards the consumer market, meaning the market is in the hands of consumers.

Motorcycle companies exist to meet the public's transportation needs, leading to competition among similar companies in presenting superior products to capture consumers' attention. This competition is unavoidable for Astra Motor Center Jakarta, which must continuously strive to achieve its desired market share through strategic business policies and providing excellent service aimed at customer satisfaction.

Service quality within a company plays a crucial role in engaging consumers because providing good service leads to customer satisfaction. Satisfying service can encourage loyal customers to make repeat purchases.

To face tough business competition, companies need to undertake intensive promotional activities using various promotional media such as print, electronic, and outdoor media. However, to boost product sales, companies must be able to strictly and selectively select the advertising media they will use for their own promotional activities. Astra Motor Center Jakarta adopted the theme "One Heart," which has now become one of the company's slogans. This theme also strengthens brand image and introduces the company's added value reflected in its products and technology.

The objectives of this research are to determine the influence of:

1. Service quality, promotion, and after-sales service on customer satisfaction.
2. Service quality on customer satisfaction.
3. Promotion on customer satisfaction.
4. After-sales service on customer satisfaction.

2. Literature Review

2.1 Marketing Management

Kotler (2008:9) defines marketing management as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and societal goals. Assauri (2008:12) defines marketing management as the analysis, planning, implementation, and control of programs designed to

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create, build, and maintain profitable exchanges through target markets to achieve long-term company goals.

2.2 Service Quality

Service quality is a crucial issue for every company, regardless of the form it produces. Service quality can be simply defined as a measure of how well the level of service provided meets customer expectations (Tjiptono, 2008:85). Suyanto (2007:152) states that service is any activity or benefit provided by one party to another that is essentially intangible and does not result in ownership, and its production may or may not be linked to a physical product.

2.3 Promotion

Promotion is a specific blend of personal advertising, sales promotion, and public relations that companies use to achieve their advertising and marketing objectives (Kotler & Keller, 2009:263). The primary purpose of promotion is to inform, influence, persuade, and remind target customers about the company and its marketing mix (Tjiptono, 2008:221).

2.4 After-Sales Service

After-sales service is a service provided by a producer to a consumer after the consumer makes a purchase from that producer. After-sales service, which involves more than simply repairing something that has been damaged, has become the primary function of many existing after-sales service functions (Tanoto, 2012:14).

2.5 Consumer Satisfaction

Tjiptono & Chandra (2012:59) state that the word "satisfaction" itself comes from the Latin "satis" (meaning good enough or adequate) and "facio" (to do or make). Satisfaction can be defined as "an effort to fulfill something" or "to make something adequate." Kotler & Keller (2009:49) define consumer satisfaction as a person's feeling of pleasure or disappointment caused by the perceived performance or results of a product compared to their expectations.

3. Research Methodology

In this research, is a type of associative research, namely research that is related to the relationship between two or more variables, such as symmetrical relationships, causal relationships, and interactive or reciprocal relationships (Sugiyono, 2012:55). The research location was Astra Motor Center Jakarta. The research was conducted over a three-month period, from field surveys and questionnaire completion to data collection. Data processing was then carried out.

Data Collection Methods:

1. Questionnaire
2. Interview

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2012:115). The population in this study was 996 people, and the sample in this study was 100 respondents, with the sampling technique in this study being purposive sampling. Purposive sampling is a sampling determination technique with certain considerations.

Definition and Measurement of Variables :

1. Service Quality (X1) can simply be defined as a measure of how well the level of service provided meets customer expectations (Tjiptono, 2008:85). Its indicators are:
   a. Reliability
   b. Responsiveness
   c. Assurance
   d. Empathy
   e. Tangible
2. Promotion (X2) is a specific mix of personal advertising, sales promotion, and public relations used by a company to achieve its advertising and marketing objectives (Kotler & Keller, 2009:263). Its indicators are:
   a. Advertising
   b. Sales Promotion
   c. Publicity
   d. Personal Selling
3. After-Sales Service (X3) is a service provided by a manufacturer to a consumer after the consumer has made a purchase from that manufacturer (Tanoto, 2012:14). Its indicators are:
   a. Warranty
   b. Spare Parts Provision
   c. Technical Services
4. Consumer Satisfaction (Y) is a person's feeling of pleasure or disappointment caused by the perceived performance or results of a product compared to their expectations (Kotler & Keller, 2009:49). The indicators are:
   a. Expectation
   b. Performance
   c. Comparison
   d. Confirmation/disconfirmation

Validity Test Analysis Method

Validity testing is usually done by calculating the correlation between each instrument item score and the total score (Sugiyono, 2012:187). The basis for making decisions to test the validity of questionnaire items is:

1. If the calculated r is positive and the calculated r is greater than the table r, then the variable is valid.
2. If the calculated r is not positive and the calculated r is less than the table r, then the variable is invalid.

Reliability Test

Reliability implies that an instrument can measure something consistently over time. Therefore, the key requirement for qualifying a measurement instrument is consistency or invariance (Sugiyono, 2012:190).

Classical Assumption Test:

- Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables (Ghozali, 2009:95). A good regression model should not have any correlation between independent variables. If independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation between them is zero. Multicollinearity symptoms can be detected in this research's regression model by examining the Variance Inflation Factor (VIF) and tolerance values. Multicollinearity symptoms do not occur if the VIF is between 1 and 10 (Suliyanto, 2005:75).

- Normality Test

The normality test examines the normality of the distribution of the dependent and independent variables in the regression model. A good regression model must have a normal data distribution or statistical data distribution on the diagonal axis of a normal distribution graph. Normality

testing in this study was conducted by observing a normal probability plot, which compares the cumulative distribution of the actual data with the cumulative distribution of normal data. The basis for decision-making for the data normality test is (Ghozali, 2009:147).

- Multiple Linear Regression Analysis

This analysis is used by researchers when they intend to predict the condition (rise or fall) of the dependent variable (criterion) when two or more independent variables as predictor factors are manipulated (increased or decreased in value). Therefore, multiple regression analysis will be conducted when the number of independent variables is at least two (Sugiyono, 2012:277). The multiple linear regression equation is:

Y = a + b1X1 + b2X2 + b3X3 + e

Where:

Y = Consumer Satisfaction

a = Constant

b1, b2 = Regression Coefficients

X1 = Service Quality

X2 = Promotion

X3 = After Sales Service

e = Error Tolerance Limit

- Coefficient of Determination (R2)

1. The coefficient of determination (R2) essentially measures the model's ability to explain variation in the dependent variable (Ghozali, 2009:107).

2. Simultaneous Significance Test (F-Test) The F-test is a test to determine the effect of the independent variables, namely service quality (X1), promotion (X2), and after-sales service (X3), simultaneously on the dependent variable, namely customer satisfaction (Y). The criteria for testing the hypothesis are:

a. The F-test above is:

1. Ho: b1 = b2 = b3 = 0

This means there is no significant effect of the independent variables, namely service quality (X1), promotion (X2), and after-sales service (X3), simultaneously on the dependent variable, namely customer satisfaction (Y).

2. H1 = b1 ≠ b2 ≠ b3 ≠ 0

This means that there is a significant influence of the independent variables, namely service quality (X1), promotion (X2), and after-sales service (X3), simultaneously on the dependent variable, namely customer satisfaction (Y).

b. Determine the F table from the calculated F. With a confidence level of 95% or a significance level of 5%, then:

a) If calculated F > F table, then H0 is rejected, meaning that each independent variable together has a significant influence on the dependent variable.

b) If calculated F < F table, then H0 is accepted, meaning that each independent variable together does not have a significant influence on the dependent variable.

c) Based on the data processing results, the criteria for accepting H1 are if F count <∝0.05.

3. Partial Test (t)

The t test is used to test the significance of the constants of each independent variable, whether the service quality (X1), promotion (X2), and after-sales service (X3) variables truly have a partial (separate) effect on the dependent variable, namely customer satisfaction (Y). The hypotheses used are:

a. H0: bi = 0

This means that the independent variable has no effect on the dependent variable.

b. H1: bi ≠ 0

This means that the independent variable has a positive effect on the dependent variable. The testing criteria with a significance level (α) of 0.05 are determined as follows:

1. t count < t table, then H0 is accepted.

2. t count > t table, then H0 is rejected.

3. Based on the SPSS data processing results, the criteria for accepting H1 are if t count <α 0.05.

4. Result

4.1 Validity Test

Table 1. Validity test

Variale	r test	r tabel	Result
X1.1	0,617	0,13	Valid
X1.2	0,676	0,13	Valid
X1.3	0,594	0,13	Valid
X1.4	0,63	0,13	Valid
X1.5	0,618	0,13	Valid
X2.1	0,576	0,13	Valid
X2.2	0,806	0,13	Valid
X2.3	0,667	0,13	Valid
X2.4	0,702	0,13	Valid
X3.1	0,664	0,13	Valid
X3.2	0,764	0,13	Valid
X3.3	0,7	0,13	Valid
Y.1	0,695	0,13	Valid
Y.2	0,742	0,13	Valid
Y.3	0,812	0,13	Valid
Y.4	0,772	0,13	Valid

Table 1 shows that all question items in variables X1, X2, X3 are said to be valid because the value of the Corrected Item-Total Correlation is

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greater than the r table.

4.2 Reability Test

Table 2. Reability test

Variabel	Cronbach's Alpha	Hasil
X1	0,778	Reliabel
X2	0,804	Reliabel
X3	0,828	Reliabel
Y	0,820	Reliabel

Reference : processed data in 2025

Table 2 shows that all items in variables X1, X2, X3, and Y are reliable because the Cronbach Alpha value is > 0.60. The reliability test aims to measure the consistency of the construct or research indicator (variable). A questionnaire is said to be reliable if a person's answers to the questions are consistent or stable over time (Ghozali, 2009:46).

Classical Assumption Test: Normality Test

The normality test aims to determine whether the confounding variables or residuals in a regression model have a normal distribution. If this assumption is violated, the statistical test becomes invalid, especially for small samples. A good regression model has a normal or near-normal data distribution. Normality is determined using graphical approaches (histograms and P-plots) or the Kolmogorov-Smirnov test. Suliyanto (2005:68) states that a normal curve can be seen in a histogram if the model is normally distributed because it forms a bell shape. Another method is to examine the Normal P-plot of Standardized Regression to determine whether the model is normally distributed. This can be seen in

Multicollinearity Test

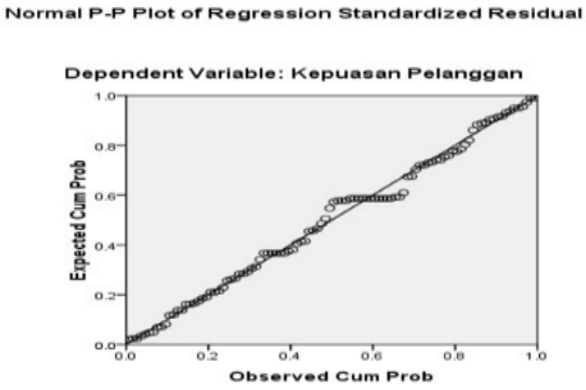
Multicollinearity means a very strong correlation between two or more independent variables. A linear regression model assumes no multicollinearity between the two independent variables. Multicollinearity is tested by calculating the VIF (Variance Inflation Factor). If the VIF is less than 10, multicollinearity is absent. According to Suliyanto (2005:75), based on the output of the model coefficients, multicollinearity is considered absent if the VIF is <10. The results of the multicollinearity test are shown in Table 3 below:

Tabel 3. Uji Multikolinieritas

Variable	VIF	Note
Kualitas Pelayanan (X_1)	1.506	Non Multikolinieritas
Promosi (X_2)	10.237	Multikolinieritas
After Sales Service (X_3)	9.446	Non Multikoliniearitas

of heteroscedasticity.

- **Anaysis Double Regression**



The data in Table 3 shows that the output value in the coefficients model is said to have no multicollinearity in the Service Quality (X1) and After Sales Service (X3) variables because the service quality and after sales service variables have VIF values <10, while multicollinearity occurs in the Promotion variable (X2) because the promotion VIF value is >10.

- **Heteroscedasticity Test**

The heteroscedasticity test is intended to ensure there is no correlation between the independent variables and the disturbances (residuals). If a correlation exists between the independent variables and their residuals, the model will be unsuitable for forecasting (estimation). Symptoms of heteroscedasticity are indicated by the regression coefficient of each independent variable against the absolute value of its residual (e). If the probability is greater than the alpha value (0.05), the model is considered heteroscedastic. If the correlation probability is less than 0.05 (5%), the regression equation contains heteroscedasticity; otherwise, it indicates non-heteroscedasticity or homoscedasticity (Suliyanto, 2005:73). The results of the heteroscedasticity test are shown in Table 4 below:

Tabel 4. Hasil Uji Heteroskedastisitas

Variable	Probabilitas (p)	Note
Kualitas Pelayanan (X_1)	0.000	Non Heterokedastisitas
Promosi (X_2)	0.011	Non Heterokedastisitas
After Sales Service (X_3)	0.222	Heterokedastisitas

References: Output data precessed 2025

The output results in Table 4 show that in the service quality and promotion model there are no symptoms of heteroscedasticity because the probability value is > alpha value (0.05), but in After Sales Service there are symptoms

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The results of the multiple regression equation are:

$$Y = 3{,}848 + 0{,}347\ X_1 + 0{,}674\ X_2 - 0{,}422 X_3$$

The explanation of the equation is as follows:

a. A constant value of 3.848 means that if the variables of service quality, promotion, and after-sales service are considered 0 (zero) or ignored, then Honda motorcycle customer satisfaction is 3.848.

b. A value of 0.347 X1 means that if the service quality variable (X1) increases by 1 unit, the price will also increase the purchasing decision by 0.347, assuming that other variables are held constant. In other words, service quality influences Honda motorcycle customer satisfaction at Astra Motor Center jakarta

c. A value of 0.647 X2 means that if promotion (X2) increases by 1 unit, customer satisfaction will also increase by 0.647, assuming other factors remain constant. This also means that service quality influences Honda motorcycle customer satisfaction at Astra Motor Center jakarta

d. The value of -0.422 means that if after sales service (X3) is not significant and has no effect, it means that Honda motorcycle consumer satisfaction at Astra Motor Center jakarta has decreased.

Koefisien Korelasi dan Determinasi

The R2 value is 0.421. The coefficient of determination used to determine the magnitude of the contribution of the independent variables to the rise and fall of the dependent variable, namely customer satisfaction, is indicated by 0.421. This figure indicates that the independent variables studied contribute 42% to customer satisfaction, while the remaining 58% is determined by other factors that have not been studied. The R value is 0.649. This figure shows the magnitude of the contribution of the independent variables of service quality, promotion, and after sales service to the dependent variable of customer satisfaction of 64.9%; while the remaining 35.1% is caused by other factors not included in the model. This shows that there is a close relationship between service quality, promotion and after sales service, to the satisfaction of Honda motorcycle consumers at Astra Motor Center jakarta

- **F Test**

The F test was conducted to determine the joint influence of Service Quality, Promotion, and After-Sales Service on Customer Satisfaction at Honda Astra Motor Center Jakarta by conducting a hypothesis test. The joint influence hypothesis test uses the F-value. The test is conducted by comparing the calculated significance level with a significance level of 0.05 (5%) with the following criteria:
1) If F-value (sig) ⩾ 0.05, then Ho is accepted and Ha is rejected.
2) If F-value (sig) < 0.05, then Ho is rejected and Ha is accepted.

The calculation results show an F-value of 23.281 with a significance level of 0.000 < 0.05, so Ho is rejected and Ha is accepted. This means that the variables Service Quality, Promotion, and After-Sales Service simultaneously influence Customer Satisfaction at Honda Astra Motor Center Jakarta. Therefore, the hypothesis stating that the variables Service Quality, Promotion, and After-Sales Service simultaneously influence Customer Satisfaction at Honda Astra Motor Center Jakarta can be accepted.

- **T-Test**

A t-test was conducted to determine whether or not Service Quality, Promotion, and After-Sales Service partially influence Customer Satisfaction at Honda Astra Motor Center Jakarta. The t-test can be conducted using the following hypothesis testing criteria:

a. t-test < t-table (α = 0.05), then Ho is accepted, and Ha is rejected.

b. t-test > t-table (α = 0.05), then Ho is rejected, and Ha is accepted. Based on the calculation results, we obtain:

1. For the service quality variable (X1), the calculated t-value is 3.716, which is greater than the t-table value of 1.29, with a significance level of 0.00 < 0.05. Therefore, H0 is rejected and Ha is accepted. Therefore, service quality influences Honda motorcycle customer satisfaction at Astra Motor Center Jakarta.
2. For the promotion variable (X2), the calculated t-value is 2.586, which is less than the t-table value of 1.29, with a significance level of 0.011 < 0.05. Therefore, H0 is rejected and Ha is accepted. Therefore, promotion influences Honda motorcycle customer satisfaction at Astra Motor Center Jakarta.
3. For the after-sales service variable (X3), the calculated t-value is -1.229, which is greater than the t-table value of 1.29, with a significance level of -0.222 > 0.05. Therefore, H0 is accepted and Ha is rejected. Therefore, after-sales service has no significant effect on Honda motorcycle customer satisfaction at Astra Motor Center Jakarta.

5. Conclusion

The Simultaneous Effect of Service Quality, Promotion, and After-Sales Service on Customer Satisfaction

The results of the simultaneous hypothesis testing, as shown in Table 4.6, yielded F-count = 23.281, F-table = 2.36, and a significance level of 0.00. Because F-count > F-table and the significance level is below 0.05, service quality, promotion, and after-sales service simultaneously influence customer satisfaction.

Partial Effect of Service Quality on Customer Satisfaction

The hypothesis that service quality significantly influences customer satisfaction is accepted. This finding aligns with research conducted by Putra (2013), which states that service quality has both a direct and indirect effect (through customer satisfaction). This is also evidenced by the questionnaire distributed to respondents, where the majority of respondents agreed that service quality has a positive effect on customer satisfaction.

The Partial Effect of Promotion on Consumer Satisfaction

The hypothesis that promotion significantly influences customer/consumer satisfaction is accepted. In addition to the analysis and hypothesis testing results, the majority of respondents in the questionnaire distributed agreed or strongly agreed with the statement that promotion influences customer/consumer satisfaction. These results align with research conducted by Lasander (2013), which stated that promotion significantly influences customer/consumer satisfaction.

The Partial Effect of After-Sales Service on Consumer

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Satisfaction

The hypothesis that after-sales service negatively influences customer/consumer satisfaction is supported by research conducted by Tanoto (2012), which states that after-sales service has both a direct and indirect effect on customer/consumer satisfaction. This is also evidenced by the questionnaire distributed to customers/consumers, where the majority of respondents disagreed that after-sales service has a positive but negative effect on customer/consumer satisfaction.

The conclusions of this study are:

- Service quality has a significant effect on customer satisfaction at Honda motorcycles at Astra Motro Center Jakarta
- Promotion has a significant effect on customer satisfaction at Honda motorcycles at Astra Motro Center Jakarta 3. After-sales service has no significant effect on customer satisfaction at Honda motorcycles at PT. Astra Motro Center Jakarta

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