Analysis of Customer Satisfaction Service Bike shop AHASS Delima Jaya 1091 Bandung

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Abstract: Research with the title Analysis of Customer Service Bike shop at AHASS Delima Jaya 1091. This study uses the method of observation, interviews, and questionnaires. The data will be analyzed using quantitative descriptive method. SERVQUAL method is a research method that the author uses and analysis which is a research method that aims to collect data describing the state of the object of research and then analyze it so that a conclusion can be drawn in this study in determining the number of sample members.
Key words: customer satisfaction

1. Background

One of the most widely used means of public transportation today is motorbikes. Motorbikes can provide convenience for users in terms of traveling certain distances desired by users. Everyone can now carry out their activities by using a motorbike in both business and non-business terms. This convenience is certainly a very beneficial thing for today's society, especially in the city of Bandung. The growth of vehicles in the city of Bandung has increased an average of 11% each year. This has resulted in congestion on a number of roads in the city of Bandung. (Vehicle Growth in Bandung 11% Per Year (Bisnis.com))

Honda motorbikes, in carrying out their maintenance, should carry out maintenance at the official Honda bike shop, namely AHASS Honda. This bike shop is an official bike shop recommended by PT AHM in maintaining the condition of Honda motorbikes. All problems that exist on Honda motorbikes can be solved at this official bike shop. This company provides all the needs of motorbikes both from spare parts, routine maintenance, and so on. All things related to motorbikes are provided to give satisfaction to what customers need.

Table 1: Customer Data for AHASS Delima Jaya 1091 Bike shop in Bandung City in 2018

Month	Number of Customers	The percentage
Jan	6.488	
Feb	6.736	3.82%
March	6.312	-6.29%
April	6.123	-2.99%
May	6.681	9.11%
June	5.489	-17.84%
July	5.913	7.72%
August	6.018	1.78%
Sept	5.732	-4.75%
Octo	5.514	-3.80%
Nov	5.128	-7.00%
Dec	5.079	-0.96%

Source: AHASS Delima Jaya 1091 Bike shop

Based on the table above, it can be seen from the percentage decline in sales in 2018, this AHASS company experienced the largest percentage decline in sales occurred in June of 17.84%, This is presumably due to poor service quality.

2. Research methods

In the SERVQUAL model, service quality is defined as "a global assessment or attitude regarding the superiority of a service" (Parasuraman et al, 1985, Brzica, 2018),

3. Literature Review

Service quality

According to Fandy Tjiptono (2009: 59) are:

"Service quality is the level of perfection expected and control over that level of excellence to meet customer wants or expectations".

Service Quality Dimensions / Services

According to Parasuraman quoted by Fandy Tjiptono in his book entitled Marketing Strategy (2009: 68) provides several criteria which in general are:

1. Tangibles (direct evidence) are physical facilities offered to consumers which include physical equipment, personnel equipment and means of communication.
2. Empathy includes the ease of making good communication relationships, personal attention and understanding the needs of customers.
3. Reliability is the consistency of appearance and service reliability, namely the company's ability to provide the promised service promptly, accurately and satisfactorily.
4. Responsiveness, namely the readiness and speed of service providers in solving problems and providing services responsively.
5. Assurance, namely the ability and skills of officers, friendliness of officers, trust and security.

4. Customer satisfaction

Customer satisfaction according to Kotler (2005; 70) is as follows:

"Customer satisfaction is the feeling of pleasure or disappointment of someone who, appears after comparing between the performance or the expected results against the expected performance".

Chart 1 Framework
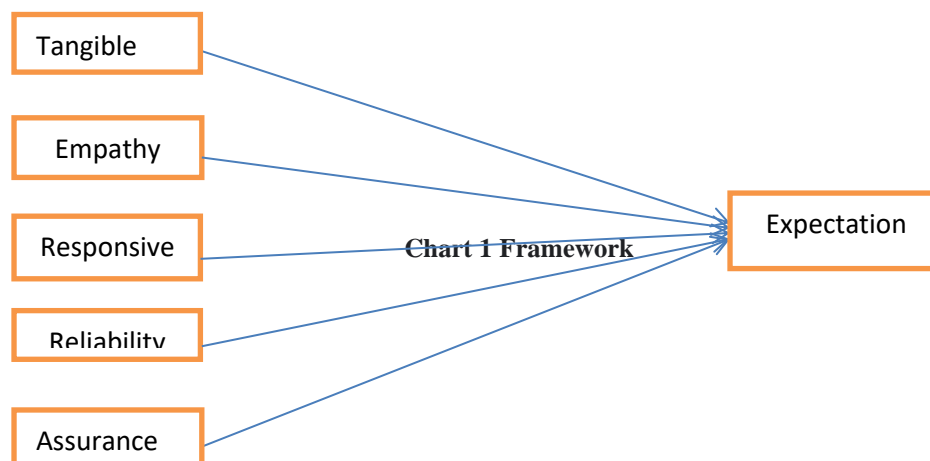
Object of research

Research location The location of this research was conducted at AHASS Delima Jaya 1091 Bike shop, located on Jl. Padasuka No. 52 Bandung.

Population and Sample

In this study, the population is AHASS DELIMA 1091 Bandung customers who can represent a sample of 100 customers.

5. Results and Discussion
Customer Responses Regarding Service Quality AHASS Delima Jaya 1091 Bandung

In processing this gap data, after the data is collected from the results of distributing questionnaires, then processing the data on the frequency of answers to the questionnaire statements, calculating the value of the gap between consumer expectations about service and service that is felt. consumer.

Calculation of Gap Value Statement of Service Quality Gap Service

Table 2:The average value of respondents' answers and the value of the gap

Variable statement	Average Value Reality of Service	Average Value Consumer Expectations	*Gap Value*
V1	3.68	2.99	0.69
V2	3.84	2.78	1.06
V3	3.88	2.42	1.46
V4	3.74	4.24	-0.5
V5	3.89	2.50	1.39
V6	4.22	4.47	-0.25
V7	4.38	2.43	1.95
V8	4.11	2.37	1.74
V9	3.64	3.90	-0.26
V10	4.48	2.75	1.73
V11	3.63	3.06	0.57
V12	3.89	2.66	1.23
V13	3.85	2.65	1.2
V14	4.07	2.72	1.35
V15	3.70	4.32	-0.62
V16	4.40	3.01	1.39
V17	4.60	2.60	2
V18	4.53	2.45	2.08
V19	3.97	2.97	1
V20	3.93	3.59	0.34
V21	4.29	2.92	1.37
V22	4.83	4.67	0.16
V23	2.69	4.80	-0.11
V24	4.43	3.02	1.41
V25	4.59	2.99	1.6
V26	4.30	2.92	1.38
V27	4.34	2.60	1.74

For the complete data on the gap value per dimension, it can be seen in table 3 below:

Table 3:The gap value is based on the five dimensions of Service Quality

Statement Dimensions	Reality Value	Expectation Value	*Gap Value*	Information
Tangibles	3.09	3.98	-0.94	Not Satisfied
Reliability	3.10	3.85	-0.77	Not Satisfied

			-1.65	Not Satisfied
Responsiveness	2.78	4.37		
Assurance	3.55	3.90	-0.50	Not Satisfied
Empathy	2.90	4.45	-1.60	Not Satisfied

From the table above, the accumulation of each variable included in each dimension of service quality is not satisfactory. This happens because the perceived value of reality is smaller than the expected value desired by the customer and the value of the gap is negative. For this reason, it is necessary to re-examine all existing dimensions to create satisfied customers.

6. Kartesius Gap Diagram
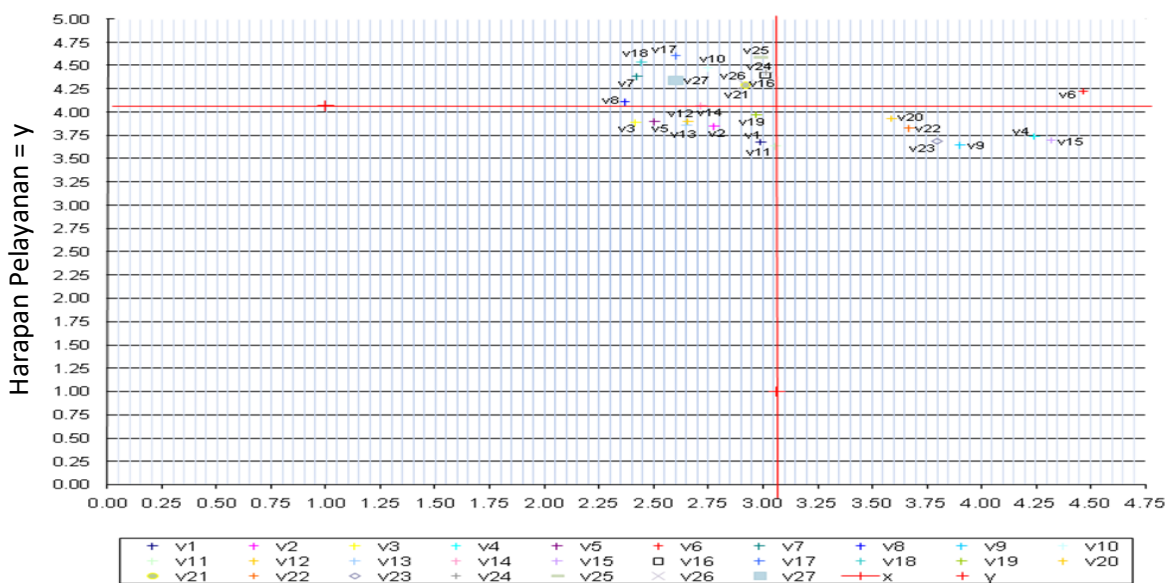In the kartesius diagram can be seen in Figure 1 is as below:

Figure 1 Kartesius diagram graph
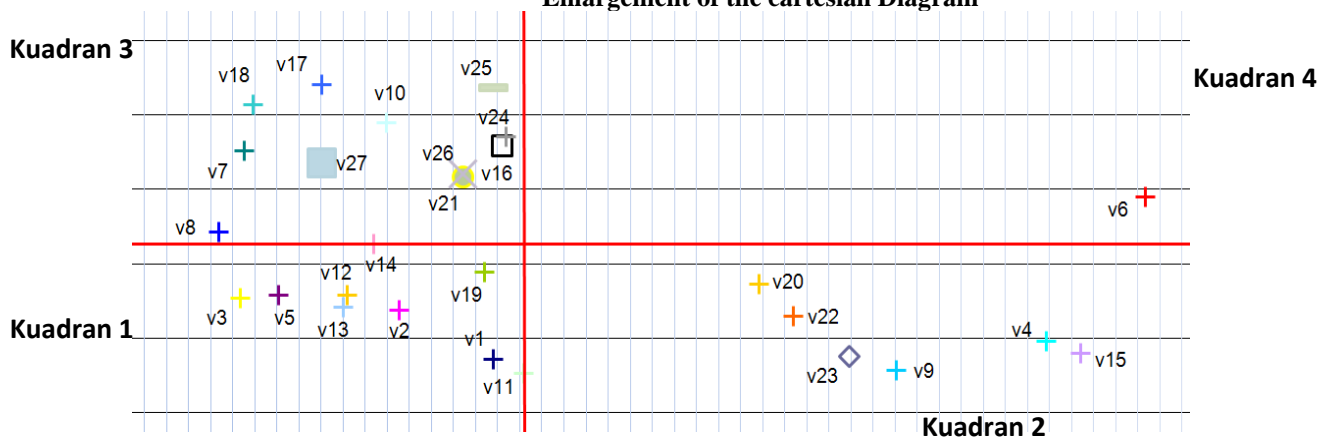
Enlargement of the cartesian Diagram

Figure 2 Enlargement of the kartesian gap diagram

Tabel 8

	Varable Service Quality Statement	**Information**
.	*TANGIBLES*	
V1	Sufficient parking space	Priority
V2	Adequacy of the number of administrative officers	Priority
V3	The existence of a waiting queue	Priority
V4	The existence of a place to wait for Service services	Review
V5	Complete bike shop equipment	Priority
V6	The existence of worship facilities	Maintained
V7	Bike shop room comfort	Main priority
V8	The toilet is clean	Main priority
V9	The employees are always neat and polite	Review
V10	Adequate number of technicians	Main priority
	RELIABILITY	
V11	Technician skills in doing service	Priority
V12	Administrative skills in keeping records	Priority
V13	The ease with which customers can get billing information	Priority
V14	Delivery of fast and accurate information	Priority
V15	Ease of customers submitting complaints directly	Review
	RESPONSIVENESS	
V16	technicians and employees give good and fast responses to customer complaints	Main priority
V17	The speed of arrival of technicians when needed	Main priority
V18	The speed of arrival of the goods to be replaced	Main priority
V19	There is an explanation of the motor problem and the actions to be taken	Priority
	ASSURANCE	
V20	The ability of technicians and employees to handle customers	Review
V21	Security of customer's personal belongings	Main Priority
V22	Guarantee in case of errors in the performance of the bike shop	Review
V23	Technicians and employees are polite, friendly, honest and trustworthy	Review
	EMPATHY	
V24	Technicians and employees are easy to contact	Main Priority
V25	Willingness of employees to communicate with customers	Main Priority
V26	Employees pay good attention to customers	Main Priority
V27	Employees understand customer needs	Main Priority

Information about variables

7. Conclusion

After conducting research on the analysis of customer satisfaction at AHASS Delima Jaya 1091 Bandung Bike shop, the authors conclude that the Customer Satisfaction Level at the AHASS Delima Jaya 1091 company is declared unsatisfactory because the calculated there is a gap value of 3.067 = 4.071 = -1.004. the meaning is that consumers are still not satisfied with the service at AHASS Delima Jaya 1091 bike shop.

8. Suggestion

Based on the research that has been done, the authors provide suggestions and input that can be useful and become a consideration for the future progress of AHASS Delima Jaya 1091 Bandung, including:
1. What must be maintained: Worship facilities.
2. The main priority that must be applied: Comfort of the bike shop room, toilets are clean, Adequacy of the number of technicians, technicians and employees who respond well and quickly to customer complaints
3. What is important that must be implemented by the company is the adequacy of parking space, the adequacy of the number of administrative officers, the existence of a waiting place for queues, complete bike shop equipment, the skills of technicians in performing services, the skills of the administrative department in making notes, an explanation of motorbike problems and actions to be taken, delivery of fast and accurate information, ease of access to billing information for customers.
4. Matters that must be reviewed by the company: the existence of a place to wait for service, employees always look neat and polite, it is easy for customers to submit complaints directly, technicians and employees are polite, friendly, honest and trustworthy, guarantees if something goes wrong on the results of bike shop performance, the ability of technicians and employees to handle customers.

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