

THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION AT HONDA MOTOR DEALER TDM NATAR

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Abstract

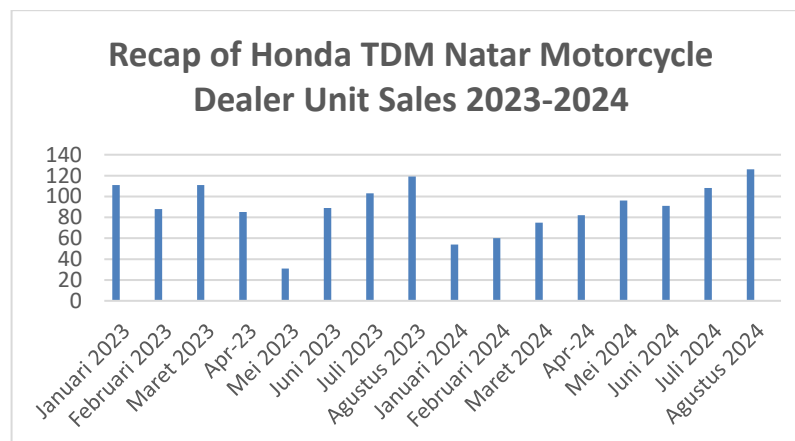
The objective of this research determines the influence between customer satisfaction and service quality, as well as the likelihood of customers making repeat purchases at the Honda Motor TDM Natar dealership. Maintaining high service standards and ensuring customer satisfaction are essential for client retention and encouraging repeat business in the competitive automotive industry. Although previous studies have examined the link between these two factors, this research focuses specifically on Honda Motor dealers in Natar, an area that has not been previously studied. The analysis utilizes SPSS version 30 software to perform a multiple linear regression analysis, employing non-probability sampling methods, particularly purposive sampling. An aggregate of 87 customers of the Honda Motor TDM Natar dealership were surveyed using questionnaires to gather data. The results determine the influence customer satisfaction and service quality.

Keywords: Service Quality, Customer Satisfaction, Repurchase Intention

INTRODUCTION

In the automotive industry, service quality and customer satisfaction are critical to repeat business. Honda Motor TDM Natar competes on price, product offerings, and customer service, emphasizing the friendliness and efficiency of its staff. However, declining sales indicate declining customer satisfaction, indicating a need for improvement. customers who are satisfied are more inclined to return and suggest the dealership, while poor service drives them to competitors. High-quality service and a diverse product line are critical to growth and customer satisfaction. As a Honda motorcycle dealer, TDM Natar's performance varies, and understanding service quality is critical. The dealership has not conducted customer satisfaction research, which is necessary for service improvement.

Honda TDM Motor Natar sales data shows that motorcycle sales continue to decline. In January 2023, the target was 101 units, but only 56 units were sold. February also targeted 101 units, with sales of 61 units. March and April recorded sales of 76 and 82 units respectively. May increased to 96 units, but June dropped to 91 units. July exceeded the target of 105 units with sales of 108 units, and August improved further with sales of 126 units from a target of 120 units. If this trend continues, the company may face serious financial problems.



So far, dealers have never conducted research to satisfy consumers, even though this is important so they can improve existing services.

LITERATURE REVIEW

Service quality namely customer assessment on service received compared to their expectations. Service that meets or exceeds these expectations is viewed as excellent, while service that falls short of these expectations reduces perceived quality. Understanding customer expectations is critical for service-oriented businesses, satisfied customer will be more loyal and provide recommendations. (Ibrahim et al., 2023) defines service quality as elements that meet customer needs, while (Rinova, 2020) emphasizes the importance of direct interaction between service providers and customers. Employee behavior, including attitudes and skills, is critical to effective service delivery (Ibrahim et al., 2023). High service quality increases customer satisfaction, loyalty, and repeat business, especially in the automotive industry, where quality service fosters long-term relationships. Five key indicators assess service quality (Gusniati 2019). Dependability, Promptness, Confidence, Compassion, and Tangible Proof.

Customer satisfaction represents an assessment of a product's emotional impact based on its ability to meet expectations (Rinova & Sepriani, 2024). Customer satisfaction arises from the comparison between expected results and actual experiences, resulting in positive or negative feelings. (Kotler 2021) highlights that high product quality and satisfactory service are essential for positive consumer interactions and repeat use. (Pertiwi et al., 2020) identifies the main indicators of customer satisfaction (Tjiptono 2019) : Product, Price, Promotion, Location, Employee Service, Facilities, Atmosphere. Customer satisfaction, as defined by Philip Kotler in Tsauri (2013), refers to the emotional response an individual experiences subsequently assessing how well a product's performance meets their expectations.(Adisa & Oktaviannur, n.d.)

Repurchase intention indicates a consumer's inclination to make future purchases. (Devirahma Hutami et al., 2020) .Although important for future purchases, repurchase intention does not always result in actual sales due to individual circumstances. Satisfied customers will be more loyal to a brand, minimizing the need for new decision making (Priambodo & Farida, 2020). This intention indicates customer demand and is important for

maintaining business relationships. The success of a business depends on competitiveness, and repurchase intention reveals customers' evaluations of similar companies. (Prabowo & Sigit, 2023) noted that repurchase intention reflects positive perceptions of service quality and a desire to return. Repurchase Intention Indicators (Maulidiah et al., 2023) identified four Indicators consist this includes transactional intention, referential intention, preferential intention, and exploratory intention.

Following section presents the conceptual framework employed in this study.

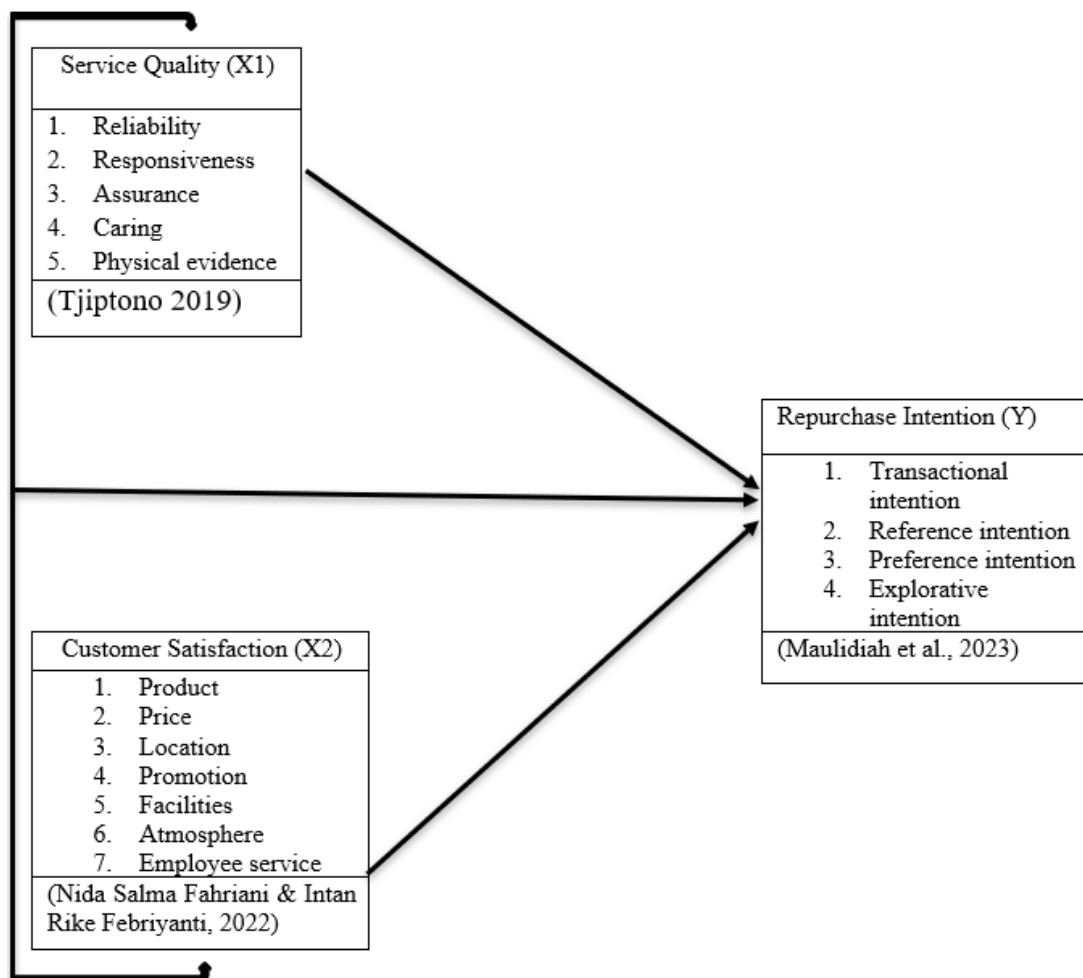


Figure 1. Theoretical Framework

The research hypothesis for this study is outline as follows:

1. Service quality significantly affects repurchase intention at Honda Motor TDM Natar, demonstrated by a t value of 4.499, which surpasses value of t-table. 1.988, with level significance of 0.001.
2. The t value of 4.499 indicates that service quality (X1) is a vital factor influencing repurchase intention (Y). Additionally, customer satisfaction (X2) also significantly impacts repurchase intention, the evidence is backed by a t value of 6.684, which are more the essential value 1.988. with a level of significance of 0.001.

- Both customer satisfaction (t value of 6.684) and service quality (t value of 4.499) have a significant effect on repurchase intentions at Honda TDM Natar, as reflected by their respective significance levels of 0.001.

METHOD

This study employs a quantitative method to systematically investigate the impact of service quality and customer satisfaction on intention to repurchase. At the Honda TDM Natar dealership. By collecting measurable data through statistical methods, the research aims to ascertain the influence among the key variables. The chosen quantitative approach aligns with the research objectives and integrates primary then secondary data sources are used, primary data is collected through the use of questionnaires, whereas secondary data is obtained beginning with Honda TDM Natar dealership.

(Sugiyono 2019) defines population as a broad group consisting of things or individuals who show relevant identities and characteristics that have been defined by researchers for research purposes and from which the results are derived. the population in this study is Honda TDM Natar dealer customers and the number of populations determined is 696, the sample includes the overall number and attributes of the population being investigated that are being studied (Sugiyono 2019).

To find substantial respondents and the person has extensive experience (Sugiyono 2019) So the quantity of selected samples is 87 purposive sampling, using the slovin formula, and in this study using certain data analysis techniques. using the help of spss software version 30.

- Descriptive Statistics
- Validity
- Reliability
- Classical assumption test
- Influence test
- Determination coefficient R²

RESULTS AND DISCUSSION

Contents of Results and Discussion

Table 1. Descriptive statistics

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Service quality	87	22	50	36.22	7.849
Customer satisfaction	87	30	60	44.99	8.291
Repurchase intention	87	20	40	29.68	5.939
Valid N (listwise)	87				

The average scores for standard of service, the degree of customer satisfaction, and the likelihood of making repeat purchases indicate a generally positive perception of these factors. As illustrated in the descriptive data in Table 4.1, 71.3% of respondents are young

adults aged 21 to 30, while only 17.2% are under 20, and 11.5% are over 30. Both genders are somewhat underrepresented, with males accounting for 54% of the responses and females 46%. Additionally, 36.8% of respondents have made one or two purchases, while more than half (54%) are first-time buyers. Only 6.9% have completed three to five transactions, and 2.3% have made more than five purchases.

According to (Janna & Herianto, 2021), validity testing is performed to assess the genuineness a survey instrument. A questionnaire is considered valid if its value is 0.05 or lower, while Reliability refers to consistency or precision of the measurement instrument. According the outcomes the validity assessment on the questionnaire consisting of 30 statement items formed from the service quality variable there are 10 statement items, customer satisfaction there are 12 statement items and repurchase intention there are 8 statement items, each statement is taken from each variable indicator. All have values ranging from 0.651 to 0.823 $r_{count} > r_{table}$ (0.2108).

Then $P(\text{Sig}) \geq 0.05$ so that all statements in the questionnaire can be considered valid and valid and can be used. All items from each variable which are service quality X1, Customer satisfaction X2, and repurchase intention (Y) are reliable because each Cronbach's Alpha variable has a value higher than 0.60. So all statement items in this study are reliable and trustworthy.

The classical assumption test used is the normality test obtained that, the PP Plot results show that most of the data points follow the diagonal line, showing conformity with the normal distribution, from the histogram displays the frequency distribution of the remaining information. The histogram results show a distribution shape that tends to be normal, and the Kolmogorov-Smirnov Test, this test aims to measure H_0 that the data comes from a certain in the instance, we are examining the normal distribution. The p-value derived from the Kolmogorov test that is 0.087. Given that this P-value > 0.05 , it fails to reject the null hypothesis.

The findings from multicollinearity test presented table above indicates if the regression model does not effective face significant multicollinearity issues. The tolerance values exceed 0.1, and the VIF values for the service quality and customer satisfaction variables are below 10, suggesting there is an absence of a strong correlation between them. Consequently, the influence from each variable to the dependent variable. (Repurchase Intention) able to be assessed independently, thereby enhancing the validity of the regression model.

Heteroscedasticity, proven, the data points spread randomly around the horizontal line 0. This proves that there is no clear or systematic pattern in the distribution of the residuals. In other words, the variance of the residuals can be considered constant. This suggests there is a correlation between the quality of service provided as well as levels of customer satisfaction. Which are independent variables in this model do not cause changes that have an effect and variance on repurchase intentions.

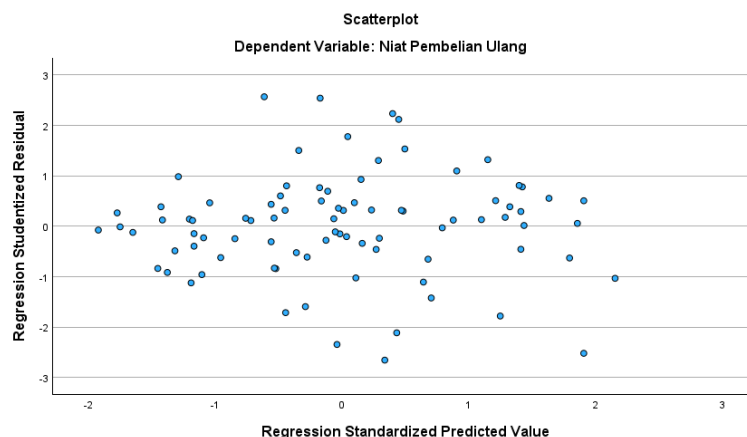


Figure 2. Heteroscedasticity (Scatterplot)

The outcomes of the r^2 determination coefficient the test presented in the table below.

Table 2. R^2

Model Summary b ²				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	0.539	0.528	4.07893
a. Predictors: (Constant), Customer Satisfaction, Service Quality				
b. Dependent Variable: Repurchase Intention				

An R^2 value of 0.528 suggests that the variables X1 (Service Quality) and X2 (Customer Satisfaction) there is significance impact on Y (Repurchase Intention). The regression model explains 52.8% of the variation in repurchase intention, while the remaining variation is due to other factors. This underscores the significance of both customer satisfaction and service quality in understanding consumers' intentions to repurchase products or services.

The F test produces the following results (F) after assessing the combined impact of the independent and dependent factors:

Table 3. f test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
Regression	23	1635.4	2	817.71	49.148	<.001 ^b
	1					
Residual	66	1397.5	84	16.638		
Total	89	3032.9	86			
a. Dependent Variable: Niat Pembelian Ulang						
b. Predictors: (Constant), Kepuasan Pelanggan, Kualitas pelayanan						

The regression model performed much better because the F value was 49.14 > from f-table 3.11 the significance level is set at $<,001 <0.05$. This indicates that the model correctly predicts the shift in TDM Natar customer preferences towards Honda motorcycle sales by emphasizing the substantial influence between customer satisfaction the quality of service provided on repeat purchases.

The t-test analysis namely used to assess the influence of each independent variable on variability of the t-test in identifying whether a statistically significant relationship exists between the independent and dependent variables. If the p value obtained from the t test <0.05 the alternative hypothesis (H_a) is considered to be accepted.

Table 4. t Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.876	2.739		1.050	.297
Kualitas pelayanan	.269	.060	.356	4.499	<.001
Kepuasan Pelanggan	.379	.057	.529	6.684	<.001

a. Dependent Variable: Niat Pembelian Ulang

The t-value of 4.499 surpasses the t- table value of 1.988 at a significance level of 0.001, proving that service quality (X1) there is a significant influence on repurchase intention (Y). this result implies that improvements in service quality are linked to a higher probability of customers making repeat purchases, highlighting a statistically significant the influence between service quality and repurchase intention.

In a similar vein, the t-value of 6.684, this also surpasses the critical value of 1.988, shows that customer satisfaction (X2) significantly influences repurchase intention (Y). The significance level of 0.001 further emphasizes this crucial relationship, suggesting that elevated degrees of customer satisfaction are linked to a heightened likelihood of repeat business.

Table 5. Multiple linear analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2.876	2.739	
Kualitas pelayanan	.269	.060	.356
Kepuasan Pelanggan	.379	.057	.529

As noted by (Mardiatmoko, 2020), the objective of multiple linear regression analysis namely to evaluate the strength as well as direction of the relationships among chosen variables. This model serves to estimate value of dependent variable from the known values of the independent variables.

$$Y=a+b_1X_1+b_2X_2$$

The equation that represents the intention to repurchase (Y) is $2.876(a) + 0.269(b_1)$ Service Quality + $0.379(b_2)$ Customer Satisfaction. This strong regression model demonstrates that the quality of service and the level of customer satisfaction are vital factors in explaining the intention to repurchase.

- a. Positive Impact: Enhancements in the caliber of service and the contentment of customers. significantly boost the likelihood of repeat purchases, indicating that improvements in these areas will encourage more customers to return.
- b. Influence: The beta coefficients reveal that both customer satisfaction and service quality play an essential part in influencing repurchase intention.

CLOSING

Conclusion

Service quality plays a crucial role in influencing repurchase intentions at Honda Motor TDM Natar:

1. The t value of 4.499 the value > t-table threshold. 1.988, a significance level of 0.001, indicating that service quality (X1) significantly affects repurchase intention (Y). This suggests that enhancements in service quality are associated with a greater likelihood of customers making repeat purchases, establishing a statistically meaningful connection exists between the two variables. This discovery aligns with earlier studies, such as the study by (Efdison et al., 2022), which affirms the positive the influence of service quality on consumer purchasing intentions. Additionally, earlier work by (Purbasari & Permatasari, 2018) also shows a significant influence of service quality on the intentions to repurchase.
2. Customer satisfaction is another essential factor affecting repurchase intentions at Honda TDM Natar. The t value 6.684 surpasses the essential value 1.988, confirming Customer contentment (X2) exerts a significant impact on repurchase intention (Y). The significance level of 0.001 further underscores this important relationship, higher levels of customer satisfaction are being indicated are linked to an augmented likelihood of repeat purchases. This study corroborates previous findings by (Ratnaningtyas et al., 2024), which emphasize a positive correlation the influence between customer satisfaction and the intention to repurchase. Furthermore, earlier research by (Alamudin 2022) supports the notion that customer satisfaction positively affects the probability of repeat purchases.
3. In summary, both customer satisfaction and service quality significantly influence repurchase intentions at the Honda TDM Natar dealership. The t value for customer satisfaction is 6.684, exceeding the essential threshold of 1.988, associated with a

significance level. 0.001. Similarly, service quality has a t value of 4.499, also surpassing the t-table value 1.988, at the same significance level of 0.001. This evidence highlights the importance of both factors.

Suggestion

For further research, some directions that can be explored are:

1. Testing the influence of moderating variables: Research can reveal how moderating variables such as price, promotion, and competitor brands affect the relationship between service quality, customer satisfaction, and repurchase intention. This will provide a more comprehensive explanation of the causes that influence consumer purchasing decisions.
2. Analyzing the influence of mediating variables: Research can identify mediating variables that can explain the mechanism behind the connection between service quality, customer satisfaction, and repurchase intention. For example, the role of consumer trust as a mediating variable can be studied.
3. Conducting longitudinal research: Longitudinal research will allow researchers to observe changes in consumer behavior over a longer period of time and observe the developments that emerge. This can provide a more relevant visualization of the long-term impact of effort in order to improve the quality of service later elevate customer satisfaction.

For Honda Dealer TDM Natar, some recommendations that can be implemented are:

1. Improving service quality on an ongoing basis: Dealers need to consistently provide training for employees to improve service skills and attitudes. In addition, dealers can implement a service quality monitoring system to ensure that the established service standards are met.
2. Building a comprehensive loyalty program: Loyalty programs not only provide financial incentives, but can also be in the form of recognition for customer loyalty, special services, or access to exclusive products and services.
3. Conducting regular and comprehensive customer satisfaction surveys: Surveys not only measure the level of satisfaction, but also identify specific aspects that need to be improved. The results of the survey should be explained in depth and used as a basis for taking corrective actions.
4. Strengthening bonds with customers: Dealers can utilize various communication channels to strengthen closer bonds with customers, such as through social media, email, or community programs.

Thus, this study hopes to be worthy of providing significant assistance for the advancement of knowledge in the field of marketing management, especially in the context of the automotive industry. In addition, the recommendations provided are expected to help Honda TDM Natar Dealers in improving their business performance and maintaining customer loyalty.

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