

THE ANALYSIS OF SERVICE QUALITY IMPACT ON
CUSTOMERS' SATISFACTION
(Case Study of "Mas Alief" Automotive Workshop Bangkalan.)

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Abstract : *This study aims to analyze the impact of service quality of "Mas Alief" automotive workshop Bangkalan on customer's satisfaction. The study uses quantitative methods with multiple linear regression analysis techniques, with the dependent variable of service quality consisting of physical evidence, reliability, responsiveness, assurance and care. Whereas, independent variables are in favour of customers' satisfaction. The research involves 100 respondents with purposive sampling technique. The results showed simultaneous significant impact of service quality variables comprising physical evidence, reliability, responsiveness, assurance and care on customers' satisfaction. On the contrary, assurance variable partially has no significant impact on customers' satisfaction of the workshop service. In addition, the variable with dominant impact on consumers' satisfaction is the care variable.*

Keywords: *Service Quality, Physical Evidence, Reliability, Responsiveness, Assurance, Care, Costumers' Satisfaction*

1. Introduction

As national economy has improved today, automotive industry develops and has even indicated rapid growth as the result of people's need of automobiles especially four-wheeled vehicles to support their personal as well as professional activities. Government as well as corporates in private sector have issued regulations to facilitate car ownership by public. As a result, businesses related to car maintenance and reparation, known as automotive workshop have many opportunities to be profitable business and even to grow rapidly.

As a matter of fact, car has eventually become ultimate means of transportation and has shown significant increase in terms of national use. In Bangkalan district Madura the increasing growth of automobile use becomes the ultimate factor of increasing number automotive workshop business. Moreover, many automotive workshop businesses have currently emerged in the city of western Madura, both in the form of official workshops, general workshops and tune-up workshops. One of the most popular one is "Mas Alief" automotive workshops located in Ketengan area of Bangkalan city. The workshop located at Raya Ketengan no. 42 Burneh provides services such as automobile reparation and maintenance. It has specialized in shock absorbers, ball joints, tie rods, rack steer electronic power (EPS), and some other related parts for over 20 years.

Nevertheless, rivalry in the automotive workshop business grows even tougher in Bangkalan city, they fight for obtaining customers' cares. Service quality and customer satisfaction play a pivotal role in automotive workshop. Research by Tjipto et al (2016) shows that the quality of service has a significant impact on customers' satisfaction of the workshop

performance. To win in the rivalry through efforts of winning customers' hearts, some competitors of the same business boost their service quality to satisfy the customer's needs and meet some targets. Thus, good service quality will obviously lead to customers' satisfaction. Research by Nawarini (2019) showed that customers' satisfaction has significantly positive impact on customer's loyalty.

Service quality works as the first impression which customers receive. It also has impacts on customers' satisfaction so that they will likely reuse the services of the same workshop in the future. With customers' loyalty, workshop will eventually maximize their profits. The prospective and profitable relationship must be maintained as both eventually meet win-win solution. Tjiptono (2008) suggested 5 (five) dimensions for service quality assessment, namely "Physical Evidence, Reliability, Responsiveness, Assurance, and Care". As a matter of fact, workshops are obliged to implement the five dimensions of service quality so that customers are satisfied with the services provided. Research conducted by Ambika and Agus (2014), Alfi and Nur (2017), Tjipto et al (2017), Ludviyatus (2018), Alfian Sukri (2019) suggested that service quality in the form of physical evidence, reliability, responsiveness, assurance, and empathy have a positively significant impact on customers' satisfaction.

2. Theoretical Background And Hypothesis

Service Quality

The definition of service quality ultimately refers to efforts to fulfill the customers' needs and preferences, as well as delivery accuracy to favour the customers' hope. Kotler and Keller (2009 : 143) suggested that "Quality is total features and characteristic of products and service depending on the ability to fulfill customers' stated as well as implied needs". Tjiptono (2008: 247) suggested that service quality principally focuses on efforts of needs and preference fulfillment, as well as appropriate delivery to balance customers' hope.

Service Quality Dimension

Hence, Fandy Tjiptono (2008 : 69) suggested five (5) major dimensions as what follows:

1. *Physical Evidence (tangibles)*

Comprising physical facilities, equipments, staff, and communication media.

2. *Reliability*

Referring to the ability of providing immediate, accurate, satisfying service.

3. *Responsiveness*

It refers to employees' willingness to assist customers and provide them with immediate response and with good service.

4. *Assurance*

It refers to employees' knowledge, ability, friendliness, and trustworthiness with no indications of risks, doubts, and even harms.

5. *Empathy*

It refers to employees' ability to approach and maintain good relationship and communication with customers as well as pay care to customers' specific needs.

Customer's Satisfaction

Customer's satisfaction plays a pivotal role in the workshop's performance and eventually has impact on the business success, and that is why the slogan saying "customer is the king" emerges. The word "satisfaction" comes from Latin "satis" which means fairly good, proper and "facio" means "doing" and / or "making / creating". Satisfaction does not necessarily refer to

profit, but it also deals with the feeling of comfort.

According to Tjiptono (2008 :186), satisfaction might also means “efforts to fulfill something” or “to make something proper / appropriate”. Whereas, Kotler and Keller (2009 : 138) suggested that satisfaction deals with the feeling of happiness / comfort or even disappointment due to imbalance between anticipated working performance / outcome / product and the customers’ expectation.

Research Hypothesis

1. Service quality in the form of physical evidence dimension such as (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5), simultaneously has a significant impact on customers’ satisfaction of "Mas Alief" automotive workshop Bangkalan, East Java.
2. Service quality with physical evidence dimensions such as (X1), reliability (X2), responsiveness (X3) assurance (X4) and care (X5) has partially significant impact on customers’ satisfaction of "Mas Alief" automotive workshop Bangkalan, East Java.
3. Physical evidence (X1) has a dominant impact on customers’ satisfaction of “Mas Alief” automotive workshop Bangkalan, East Java.

3. Research Method

Type of Research

This is an explanatory research which explores correlation of some variables through hypothetical test. It could be a correlation, to identify how one variable contribute to another one. The research explores the impact of service quality variable on costumers’ satisfaction.

Population, Samples, and Sampling

The research employed customers of the “Mas Alief” automotive workshop as the population in the study. Samples are collected through number of indicators multiplied by number 5 to 10 (Solimun, 2005), namely $20 \times 5 = 100$ respondents / customers. The study used purposive sampling. The selected sample is the workshop customers who have visited or used the service at least two times.

Data Collection Technique

The research data collection technique was conducted through questionnaire distribution using likert scale.

Variable Operational Definition

The research used some Variables as what follows: Dependent Variables such as customers’ satisfaction (Y) and independent Variables (X) Service quality such as: 1. Physical evidence (X1). 2. Reliability (X2). 3. Responsiveness (X3). 4. Assurance (X4). 5. Care (X5).

Service Quality (X)

Service quality (X) is such a balance between customers’ perception of anticipated

service and the real obtained service. Tjiptono (2008 : 69) suggested 5 (five) basic dimensions of service quality such as :

1. Physical evidence (X1)

Physical evidence (tangible) building physical facilities, supporting facilities, communication infrastructure and employees, with indicators as what follows:

- a. Possessing modern equipments (X1.1)
- b. Strategic location (X1.2)
- c. Physical facilities relates to service on supply (X1.3)
- d. Employees in well-groomed outfits (X1.4)

2. Reliability (X2).

Reliability refers to the ability of providing customers with immediate, accurate, and satisfying service on offer, with indicators as follows:

- a. Service is under a procedure (X2.1)
- b. Service is in favour of timing on demand (X2.2)
- c. Employees provide customers with excellent service (X2.3)

3. Responsiveness (X3)

This refers to employees' availability to assist customers and provide them excellent service and immediate response solutions in case of problems, with indicators as what follows:

- a. In case of a problem, the workshop will obviously be sympathetic and ensure assurance (X3.1)
- b. The workshop can surely understand customers' needs (X3.2)
- c. Willingness to provide customers with insightful assistance (X3.3)

4. Assurance (X4)

It refers to the commitment to providing customers with facilities and services quality, with indicators as what follows:

- a. Trustworthy workshop (X4.1)
- b. Employees's excellent product / service knowledge (X4.2)
- c. Friendly employees (X4.3)

5. Care (X5)

Care (referring to empathy) refers to good communication in relationships, caring and understanding especially towards customers' needs, with indicators as what follows:

- a. Employees' full care (X5.1).
- b. Customers' interests always come first (X5.2).
- c. Employee's performance in favour of Consumers' comfort (X5.3).

6. Customers' Satisfaction (Y)

It refers to customers' pleasure or disappointment due to their comparison of product / performance (outcome) against their expectations. In case of failure of meeting

customers' expectations, dissatisfaction will likely occur. Whereas, when performance is in favour of customers' expectations, they will surely be satisfied. In addition, when performance exceeds expectations, the customer will be absolutely satisfied. The following is the indicator to determine customers' satisfaction:

- a. Overall customers' satisfaction (Y1.1)
- b. Satisfaction by employee professional work ability (Y1.2)
- c. Experience as expected (Y1.3)

- d. Willingness to recommend (Y1.4)

Data Analysis Technique

The stages of The reasearch analysis stages are as follows:

1. Validity and Reliability Test
2. Validity test

Validity refers to research measuring instruments' level of accuracy towards certain content. The analysis aims to test the validity of each question. Sugiyono (2016:134) suggested that if the correlation coefficient equals to 0.3 or more (at least 0.3), the instrument then is valid.

b. Reliability Test

A reliable instrument shows the sama result even when used several times to measure the same object. The reliability is normally determined through the Cronbach's alpha value. When alpha value is greater than 0.6 then the variable is claimed to be reliable. During the analysis SPSS data processing application is used.

2. Classical Assumption Test

a. Multiple Linear Regression Analysis

This specific method of analysis is used to identify impact of physical evidence factor (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and care (X5) as independent variables towards customers' satisfaction (Y) as dependent variables.

The regression aquation is indicated as what follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Which means:

- Y = Customers' satisfaction
- X.1 = Physical evidence
- X.2 = Realiability
- X.3 = Responsiveness

X.4 = Assurance

X.5 = Care a

= Constanta

bi = Regression Coefficiency

e = Supporting variables

b. Multiple determination Coefficiency (R^2)

c. Hypothetical Test

i. Test of simultaneous impact using F test.

F test is used to ensure / to test the significance of simultaneous impact between physical evidence (X1), Reliability (X2), responsiveness (X3), assurance (X4), and care (X5) as independent variables towards customers's satisfaction (Y) as dependent variables with margin error of 5 %.

ii. Test of partial impact using t test

Test t is to test the significance of partial impact of physical evidence (X1), reliability (X2), responsiveness (X3), Assurance (X4), and care (X5) as independent variables towards customers' satisfaction (Y) as dependent variable.

4. Result And Discussion

Respondents' Analysis Result

Respondents' Identity Based on Sex

Table 1.
Respondents' Identity based on Sex

No	Sex	Quantity	Percentage
1	Male	85	85%
2	Female	15	15%
	Total	100	100%

Source: Analyzed Primary Data, 2021

The data of table 1 shows 85 male respondents / customers (85%) and 15 female respondents / customers (15%). The data of sex-based respondents' identity indicates that "Mas Alief" automotive workshop has many male customers (85%).

Respondents' Identity Based on Educational Background

Table 2.
Respondents' Identity Based on Educational Background

No	Educational Background	Quantity	Percentage
1	Secondary School	40	40%
2	D3	10	10%

3	S1	35	35%
4	S2	15	15%
Total		100	100%

Source: Analyzed Primary Data, 2021

The data of table 2 shows 40 respondents / customers of “Mas Alief” automotive workshop with secondary school educational background (40%), 10 respondents / customers with D3 (10%), 35 respondents / customers with undergraduate degree (S1) (35%), and 15 respondents / customers with post graduate degree (S2) (15%). Hence, most of “Mas Alief” automotive workshop customers are with secondary school educational background (40%).

Respondents’ Identity Based on Age

Table 3.

Respondents’ Identity Based on Age

No	Age	Quantit y	Percentage
1	21-30 y. o.	15	15%
2	31-40 y. o.	30	30%
3	41-50 y. o.	35	35%
4	Over 50 y. o.	20	20%
Total		100	100%

Source: Analyzed Primary Data, 2021

The data of table 3 shows that 15 respondents / customers of “Mas Alief” automotive workshop at the age of 21-30 15 (15%), 30 respondents / customers at the age of 31-40 (30%), 35 people at the age of 41-50 (35%), and 20 respondents / customers of over 50 years of age (20%). Thus, the respondents / customers of “Mas Alief” automotive workshop with highest age is those of 41-50 years of age (35%).

Respondents’ Identity Based on Professional Status

Table 4.

Respondents’ Identity Based on Professional Status

No	Professional Status	Quantit y	Percentage
1	Civil Servants	20	20%
2	Private Sector	30	30%
3	Employee	35	35%
4	Students	15	15%
Total		100	100%

Source: Analyzed Primary Data, 2021

Table 4 shows that 20 respondents / customers of “Mas Alief” automotive workshop work as civil servants (20%), 30 respondents of private sectors (30%), 35 employees (35%),

and 15 (college) students (15%). Thus, the most respondents / customers of “Mas Alief” automotive workshop (35 people) work as employess of private company (35%).

Instrument of Test Result

The research shows instrument test result such as validity and reliability test, with the analysis as follows:

Table 5
Validity Test of Physical Evidence Variable

Question	r item	r table	Remarks
X1.1	0,582	0,196	Valid
X1.2	0,688	0,196	Valid
X1.3	0,712	0,196	Valid
X1.4	0,767	0,196	Valid

Validity test result on table 5 shows variable of physical evidence comprising 4 items of question, in which value of r item > r table so that all items of question which measure / identify physical evidence are valid.

Table 6
Validity Test of Realiability Variable

Question	r item	r table	Remarks
X2.1	0,884	0,196	Valid
X2.2	0,919	0,196	Valid
X2.3	0,907	0,196	Valid

Validity test result on table 6 shows variable of reliability comprising 3 items of question , in which value of r item > r table so that all items of question which measure / identify reliability are valid.

Table 7
Validity Test of Responsiveness Variable

Question	r item	r table	Remarks
X3.1	0,910	0,196	Valid
X3.2	0,950	0,196	Valid
X3.3	0,865	0,196	Valid

Validity test result on table 7 shows variable of responsiveness comprising 3 items of question, in which value of r item > r table so that all items of question which measure / identify responsiveness are claimed to be valid.

Table 8
 Validity Test of Assurance Variable

Question	r item	r table	Remarks
X4.1	0,711	0,196	Valid
X4.2	0,663	0,196	Valid
X4.3	0,6,40	0,196	Valid

Validity test result on table 8 shows variable of assurance comprising 3 items of question, in which value of r item > r table so that all items of question which measure / identify assurance are claimed to be valid.

Table 9
 Validity Test of Care Variable

Question	r item	r table	Remarks
X5.1	0,871	0,196	Valid
X5.2	0,764	0,196	Valid
X5.3	0,744	0,196	Valid

Validity test result on table 9 shows variable of care comprising 3 items of question, in which value of r item > r table so that all items of question which measure / identify care are claimed to be valid.

Table 10
 Validity Test of Customer's Satisfaction Variable

Question	r item	r table	Remarks
Y1.1	0,876	0,196	Valid
Y1.2	0,898	0,196	Valid
Y1.3	0,781	0,196	Valid
Y1.4	0,722	0,196	Valid

Validity test result on table 10 shows variable of customers' satisfaction comprising 4 items of question, in which value of r item > r table so that all items of question which measure / identify customers' satisfaction are claimed to be valid.

Table 11
 Reliability Test
 Result

Variable	Alpha Cronbach	Remarks
Physical Evidence	0,769	Reliable
Reliability	0,864	Reliable
Responsiveness	0,871	Reliable
Assurance	0,751	Reliable
Care	0,823	Reliable

Customers' Satisfaction	0,821	Reliable
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The value of *alpha Cronbach* of variables of physical evidence, reliability, responsiveness, assurance, care, and customers' satisfaction, the clients of automotive workshop service is 0,6 so that respondents' responses are valid / reliable.

Classical Assumption Test
Normality Test

Based on normality test of KS or Kolmogorov Smirnov the result is indicated as follows:

Table 12.
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Test Statistic		.091
Monte Carlo Sig. (2-tailed)	Sig.	.359d
99% Confidence Interval		
Lower Bound		.346
Upper Bound		.371

- a. Test distribution is Normal.
- b. Calculated from data.
- c.

Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Table 12 shows significant value (Monte Carlo) as of 0,359 which means $> 0,05$, residual value indicates normal distribution.

Multicollinearity Test

Table 13
Multicollinearity Test
Coefficients

Model	<i>Collinearity Statistic</i>	
	Tolerance	VIF
Physical Evidence	0,623	1,605
Realiability	0,355	2,820
Responsiveness	0,354	2,823
Assurance	0,68	1,471
Care	0,456	2,193

a. Dependent Variable: Y

Table 13 shows no multicollinearity due to tolerance value of each variable $> 0,10$, and value of VIF < 10 . Thus, research meet the assumption of multicollinearity free.

Heteroscedasticity Test

The research heteroscedasticity test uses Spearman's Rho conducted by correlating independent and residual variable. From the analysed data with SPSS program 25 version, the result as what follows:

Table 14
Heteroscedasticity Test of Spearman's Rho

		Unstandardized Residual
Spearman's rho	Physical Evidence	.600
		100
	Reliability	.609
		100
	Responsiveness	.558
		100
	Assurance	.668
		100

Care	Sig. (2-tailed)	.794
	N	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 14 shows that all variables have significant value (2- tailed) > 0,05, the research, thus, is free from heteroscedasticity.

Hypothesis Test

Hypothetical test with multiple regression was conducted using t and F tests.

Test of Simultaneous Impact with t Test

This test was conducted to partially find out whether or not independent variables (physical evidence, reliability, responsiveness, assurance, and care) had a significant impact on the dependent variable (customers' satisfaction). The test was carried out using a two-way test. The test criteria are as follows: Ho rejected and Ha accepted if sig t < 0.05 (α), which means independent variable shows partially significant impact on the dependent variable. Furthermore, Ho accepted and Ha rejected if sig t > 0.05 (α) which means independent variable shows no partially significant impact on the dependent variable.

Table 15.
Partial Impact Test
 Coefficients

Model	Unstandardized Coefficients		Standardized	t	Sig
	B	Std Error	Beta		
(Constant)	2,4	1,395		1,721	0,089
X1	0,188	0,087	0,14	2,175	0,032
X2	0,299	0,093	0,273	3,211	0,002
1 X3	0,261	0,082	0,271	3,185	0,002
X4	-0,112	0,12	-0,058	-0,937	0,351
X5	0,482	0,096	0,377	5,02	0

a. Dependent Variable: CUSTOMERS' SATISFACTION

Source: Primary Data (2021)

Based on table 15 that the significance value of physical evidence variable (X1) is 0.032 with = 0.05. In other words, sig t (X1) < 0.05 (0.032 < 0.05). Thus, the criteria Ho rejected and Ha accepted is fulfilled. Furthermore, physical evidence variable partially shows impact on customers' satisfaction. This supports the hypothesis that physical evidence variable has a significant impact on customers' satisfaction towards "Mas Alief" automotive workshop Bangkalan.

The significance value of the reliability variable (X2) is 0.002 with = 0.05. From the results that sig t (X2) < 0.05 (0.002 < 0.05). Thus, the criteria for Ho rejected and Ha accepted. This indicates that reliability variable shows partial impact on customers' satisfaction of the

workshop. The result supports the proposed hypothesis that reliability variable has a significant impact on customer satisfaction customers' satisfaction towards "Mas Alief" automotive workshop Bangkalan.

The significance value of responsiveness variable (X3) is 0.002 with $\alpha = 0.05$. From the results that $\text{sig } t(X3) < 0.05$ ($0.002 < 0.05$). Thus, the criteria for H_0 rejected and H_a accepted. In other words, responsiveness variable shows partial impacts on customers' satisfaction of the workshop. The result supports the proposed hypothesis that responsiveness variable has a significant impact on customers' satisfaction towards "Mas Alief" automotive workshop Bangkalan.

Whereas, the significant value of assurance (X4) is 0.351 with $\alpha = 0.05$. From the results that $\text{sig } t(X4) > 0.05$ ($0.351 > 0.05$), Thus H_0 accepted and H_a rejected. In other words, assurance variable partially has no impact on customers' satisfaction towards "Mas Alief" automotive workshop Bangkalan.

Furthermore, the significance value of the care variable (X5) is 0.000 with $\alpha = 0.05$. From the results that $\text{sig } t(X5) < 0.05$ ($0.000 < 0.05$). Thus, the criteria for H_0 rejected and H_a accepted. In other words, care variable partially has impacts on customers' satisfaction of the workshop. The result supports the proposed hypothesis that care variable has a significant impact on customers' satisfaction towards "Mas Alief" automotive workshop Bangkalan.

Test of Simultaneous Impact with F Test

The F test in the study is to test the simultaneous impact of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5) on customers' satisfaction (Y). The following is the hypothesis of F test:

1. $H_a : b_i \neq 0$, refers to a significantly simultaneous impact between physical evidence (X1) variable, reliability (X2), responsiveness (X3), assurance (X4) and care (X5) on customers' satisfaction (Y) of the workshop.

2. $H_0 : b_i = 0$, indicates no significantly simultaneous impact between physical evidence (X1) variables, reliability (X2), responsiveness (X3), assurance (X4) and care (X5) on customers' satisfaction of the workshop (Y). The test criteria with the F test is to compare the significance value of F value to the value of (0.05) with the following conditions:

1. H_0 rejected and H_a accepted if the significance value of the F test is < 0.05

2. H_0 accepted and H_a rejected if the significance value of the F test is > 0.05

From the data processing with SPSS program version 25, the results are as what follows:

Table 16.
Simultaneous Impact Test

Anova ^a					
Model	Sum Of Squares	df	Mean Square	F	Sig
1 Regression	326.301	5	65.260	59,157	,000 ^b
Residual	103.699	94	1.103		
Total	430.000	99			

a. Dependent Variable Y

b. Predictors: (Constant), X5, X4, X3, X2, X1

Source: Primary Data (2021)

Table 16 shows significance value of 0.000 with $\alpha = 0.05$. From the calculation results that $\text{sig} < 0.05$ ($0.000 < 0.05$) thus fulfills the criteria for H_0 rejected and H_a accepted. It a significantly simultaneous impact between physical evidence variable (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5) on customers' satisfaction of the workshop (Y).

The study results support the first proposed hypothesis that physical evidence, reliability, responsiveness, assurance and care simultaneously have a significant impact on customers' satisfaction towards "Mas Alief" automotive workshop Bangkalan.

Dominant Test

To identify which variable is dominant among independent variables (X) towards dependent variable (Y), notice of the regression coefficient rank standardized by (Beta) or standardized Coefficients Beta of each significant independent variable. Variable with the largest coefficient (Beta) is one of the independent variables (X) which has a dominant impact on the dependent ones (Y).

The results of data processing with the SPSS program version 25 indicate results of table 15. It is obvious that X5 or care variable has the largest coefficient (Beta), with 0.377 compared to other independent variables. Thus, X5 variable is an independent variable which has dominant impact on customers' satisfaction or dependent variable towards "Mas Alief" automotive workshop in Bangkalan. Apparently, the third hypothesis of the study is proven or accepted.

Multiple Determination Coefficient (R²)

Multiple Coefficient Determination Analysis (R²) is to measure the quantity of up and down variations of variables of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5) which affect the up and down variations of customers' satisfaction variables. (Y). The value of R² is between 0 to 1. The small value of R² indicates the ability of independent variables in exploring the dependent variable variation which is very limited. The value closed to 1 means that the independent variables provide almost all required information to assume the dependent variable variation.

From the analyzed data using SPSS program version 25, the following information shows the result:

Table 3.

Multiple Determination Coefficient (R ²)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,871 ^a	0,759	0,746	1,05
a. Predictors: (Constant), X5, X4, X3, X2, X1				

Source: Primary Data (2021)

Table 3 shows the magnitude of R Square (R²) is 0.759 which means 75.9% ups and downs variations of customers' satisfaction (Y) can be influenced by ups and downs variations

variables of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5).). Whereas, the remaining 24.1% is influenced by other factors beyond the research model.

Research Result Discussion

Simultaneous Impact

The variables of physical evidence, reliability, responsiveness, assurance, and care simultaneously affect customers' satisfaction of "Mas Alief" automotive workshop Bangkalan. Based on hypothesis testing results, it is obvious that variables of physical evidence, reliability, responsiveness, assurance and care have a simultaneous impact on customers' satisfaction of "Mas Alief" automotive workshop Bangkalan.

The study results indicate that customers' satisfaction of "Mas Alief" automotive workshop Bangkalan is determined by the quality of physical evidence, reliability, responsiveness, assurance and care of "Mas Alief" automotive workshop. The better the quality of service, the better the satisfaction to obtain by the customers. This finding is in line with the research by Ambika and Agus (2014), Alfi and Nur (2017), Tjipto et al (2017), Ludviyatus (2018), Alfian Sukri (2019) suggested that service quality comprising physical evidence, reliability, responsiveness, assurance, and empathy has a positive and significant impact on customers' satisfaction.

Partial Impact

a. Variables with Impacts on Workshop Customers' Satisfaction.

Variables of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5) partially affect customers' satisfaction of the workshop (Y). The t-test approves that probability value or the significant value of physical evidence variables (X1), reliability (X2), responsiveness (X3), assurance (X4) and care (X5) are less than 0.05. The study results supports the hypothesis "It is strongly assumed that physical evidence, reliability, responsiveness and care partially have impact on the satisfaction of residents of Tamansari Prospero apartment Sidoarjo".

The physical evidence variable (X1) has an impact on customers' satisfaction (Y) of the workshop as its significance is less than 0.05. This proves that customers' satisfaction of "Mas Alief" automotive workshop Bangkalan strongly related to modern equipment (physical evidence), strategic location, supporting physical facilities such as workshop buildings, waiting room, rest rooms, prayer rooms and cafeteria. In addition, physical evidence of employees' excellent outfits. Thus, customers can enjoy all the facilities.

Hence, the better the dimensions of the physical evidence provided, the better the customers' satisfaction. As a matter of fact, the study results are in line with the theory by Fandi Tjiptono (2008) and Ambika Shastri & Agus Satria (2014), Ludviyatus et al.(2018) suggesting that dimensions of physical evidence have an impact on customers' satisfaction. Physical evidence has a positive correlation with satisfaction. The better the dimensions of the physical evidence, the higher the level of customers' satisfaction.

Reliability variable (X2) also has an impact on customers' satisfaction (Y) of the workshop as its significance is less than 0.05. This proves that customers' satisfaction of "Mas Alief" automotive workshop in Bangkalan related to reliability dimension such as procedures, punctual and excellent services in favour of customers' expectations. With proper maintenance

and improvement of such managerial efforts, customers' satisfaction will likely increase. In addition, customers' satisfaction will surely lead to their loyalty. The study results are in line with the theory of Fandi Tjiptono (2008) and the results of research from Ambika Shastri & Agus Satria (2014), Ludviyatus et al. (2018), that reliability dimension has an impact on customer satisfaction which shows a positive correlation with satisfaction. This means that the better the reliability dimension provided, the higher the level of customers' satisfaction.

Responsiveness variable (X3) has an impact on customers' satisfaction (Y) of the workshop as its significance is less than 0.05. This proves that customers' satisfaction of "Mas Alief" automotive workshop Bangkalan is related to responsiveness dimensions such sympathy and assurance provided in case of a problem. Moreover, the workshop comprehends customers' needs and willingness to assist. With proper maintenance and improvement, customers' satisfaction will likely increase. As a matter of fact, customers' satisfaction will surely lead to their loyalty. The study results are in line with the theory of Fandi Tjiptono (2008) and Ambika Shastri & Agus Satria (2014), Ludviyatus et al. (2018) suggesting that responsiveness dimension has an impact on customers' satisfaction which shows a positive correlation with satisfaction. This means that the better the dimensions of responsiveness provided, the higher the level of customers' satisfaction.

Care variable (X5) has an impact on customers' satisfaction (Y) of the workshop as its significance is smaller than 0.05. This proves that customers' satisfaction of "Mas Alief" automotive workshop Bangkalan is related to dimension of care such as full care, customers' interests come first, costumers' comfort of employees' performance who as it is in favour of customers' expectations. With proper maintenance and improvement, customers' satisfaction will likely increase which relates to their loyalty. The study results are in line with the theory of Fandi Tjiptono (2008) and Ambika Shastri & Agus Satria (2014), Ludviyatus et al.(2018) suggetsing the care dimension has an impact on customers' satisfaction. Care dimension has a dominant impact on satisfaction which means the better the dimensions of care given, the higher the level of customers' satisfaction.

Variable With No Impacts on Customers' Satisfaction

The partial assurance (X4) has no impact on customers' satisfaction of the workshop (Y). The t-test proves this and shows probability value or the significance value of the assurance variable (X4) is greater than 0.05. The study results rejects the hypothesis "presumably assures partial impact on customers' satisfaction of "Mas Alief" automotive workshop Bangkalan."

This proves that the customers' satisfaction of "Mas Alief" automotive workshop in Bangkalan does not show impact of assurance variable such as trustworthy workshop, employees' service mastery, friendly employees. This is due to "Mas Alief" workshop's over 20 years of experience so that it has won the customers' hearts and trust. In fact, to maintain the customers' loyalty, "Mas Alief" workshop provides a 3 month warranty for further reparation for complaints of previously repaired cars. As a matter of fact, management keeps this commitment to maintain customers' trust. In addition, the employees of "Mas Alief" automotive workshop do not interact much with customers. Instead, boards of managers always have direction interactions with the customers especially to explore their needs and complaints. This is in line with the research by Sandi Damara Putra (2015), Allora Rizka Amalia (2019) and Sri Susilowati et al. (2019).

5. CONCLUSION

Based on the analysis and discussion on the impacts of service quality on customers' satisfaction of "Mas Alief" automotive workshop, the following is the conclusion to be made:

- 1) Simultaneous test conducted at the first hypothesis (H1) concluded that variables of physical evidence, reliability, responsiveness, assurance, and care have simultaneously significant impact on customers' satisfaction of "Mas Alief" automotive workshop Bangkalan.
- 2) Partial test result is indicated through variables of physical evidence, reliability, responsiveness, and care have simultaneously significant impact on customers' satisfaction of "Mas Alief" automotive workshop Bangkalan. Whereas, variable of assurance does not show significant impact on customers' satisfaction of "Mas Alief" automotive workshop Bangkalan.
- 3) Analysis test result of multiple linear regression concluded that independent variable of care has dominant impact on customers' satisfaction of "Mas Alief" automotive workshop Bangkalan.

Suggestions

Based on the research result and conclusion, to improve customers' satisfaction of "Mas Alief" automotive workshop in Bangkalan, the following suggestions need to be taken into account:

- 1) Modern equipments, strategic location, supporting facilities such as workshop building, customers' waiting room, toilets, prayer's room, In addition, well-groomed employees, and cafeteria shall be provided by "Mas Alief" automotive workshop management so that customers will likely feel comfortable with all facilities provided.
- 2) The service provided shall be under procedure, punctual, and with excellent service.
- 3) In case of a problem, the workshop management is quite sensible in understanding the customers' difficulties, and assure customers of their needs to be fulfilled.
- 4) Employees's insightful care so that the customers' needs are put as the first priority. As a matter of fact, care becomes a dominant variable of "Mas Alief" automotive workshop.

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