

THE INFLUENCE OF SERVICE QUALITY, PRODUCT COMPLETENESS, AND CONSUMER TRUST ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY IN EVAN MOTOR WORKSHOPS

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ABSTRACT

This study aims to analyze the effect of service quality, product completeness, and consumer trust on customer satisfaction and the impact on customer loyalty at Evan Motor Workshop. Sources and research data were collected using primary data in the form of a questionnaire, and the research data was given to 100 respondents. The research sample was taken using purposive sampling. The analytical method used is partial least squares (PLS) with the help of the SmartPLS 3.0 application. The results of the study partially found that there was a negative and insignificant effect of product completeness on customer satisfaction at the Evan Motor Workshop; there was a negative and insignificant effect of product completeness on customer loyalty at the Evan Motor Workshop; there was a positive and significant effect of consumer trust on customer satisfaction at the Evan Motor Workshop; there is a positive but not significant effect of consumer trust on consumer loyalty at the Evan Motor Workshop; there is a positive and significant influence of customer satisfaction on consumer loyalty at the Evan Motor Workshop; and there is a positive and significant effect of product completeness on consumer loyalty at the Evan Motor Workshop.

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1. INTRODUCTION

Currently the development of transportation in Indonesia is growing rapidly, according to Anggraini & Budiarti (2020). Transportation is a means that is urgently needed at this time because it makes work more efficient, which is very helpful in meeting daily needs. One example is a motorcycle vehicle. More people use private modes of transportation, such as motorbikes, because the condition of public transportation in Indonesia has not been able to fully meet the needs of the community.

While motorcycles are a means of public transportation, making a trip far or near will become easier and more efficient. The community really wants their vehicles to be well maintained and healthy, so a service business in the repair shop is needed to maintain their motorbikes.

The meaning of the word "workshop" itself is a place or a room that will be used to carry out a repair or maintenance of a vehicle; in the workshop, there are also spare parts for the machine to design or assemble the machine (Novianto et al., 2018). Competition conditions are currently increasing in relation to the workshop business. Not a few workshop businesses have also closed, but some are growing very rapidly. This illustrates that, given the current business competition, it is better for the business to implement a strategy to maintain its business. To face the competition, repair shop services must be able to provide a maximum level of service and provide quality and complete products so that consumers can trust using repair services. Evan Motor Workshop is very concerned about its customers, both new and old. One way to meet the needs and desires of consumers when servicing motorcycles in the garage. For example, providing maximum service so that consumers feel their needs and desires have been fulfilled so that a sense of satisfaction arises with the service at Evan Motor Workshop

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Service companies must maintain the quality of their services to outperform their competitors so that, according to consumers, the quality of their services is better than what consumers imagine. In addition, service companies also need to understand the needs and expectations of consumers for the products and services they offer. According to Nuraeni Rosita, Eldine Achyar (2019), service quality is a way to get consumer attention so that consumers remain loyal to the company. Companies must also be able to understand what their customers want and need, so understanding this can provide important advice for companies looking to implement a good and correct marketing strategy.

Evan Motor Workshop, founded in 2008, is a motorcycle service shop that sells a variety of motorcycle products, spare parts, and services. According to Utami in Indri Hastuti Listyawati (2017; 21), "product completeness" is the availability of products in stores regarding the depth, breadth, and quality of the products to be offered. Complete product availability not only attracts buyers but can also influence their buying decisions. Product availability at stores includes various brands, types, and sizes of product packaging to be sold.

Evan Motor Workshop could only service a few motorcycles at first, but this number increased year after year. Seeing the condition of the large number of requests for servicing motorcycles, it is necessary for this workshop to know what factors are considered by consumers when choosing Evan Motor Workshop for motorcycle servicing in order to maintain and increase the number of motorcycles to be serviced.

To build genuine relationships with customers, trust is a critical component of marketing strategy. The company builds a close relationship with its customers as a strategy in the marketplace. According to Diza, Moniharapon, and Ogi (2016), trust is an awareness and feeling that consumers have when trusting a product. Service providers can use trust as a tool to establish long-term relationships with their consumers. Consumer trust is defined as a thought, feeling, emotion, or action that occurs when consumers believe that a provider can be relied on to act in their best interests (Leninkumar; 2017).

Consumer trust relates to consumer satisfaction and consumer loyalty to products, services, and organizations. Consumer trust occurs because of the satisfaction that consumers get from the products, services, and experiences they get. Consumer satisfaction is one part of consumer assessment; the creation of customer satisfaction can provide benefits for the company. One example is a smooth relationship between the company and its customers so that there is an increase in consumers using services or buying products from the company. (Sasongko; 2021)

2. METHOD

2.1 Samples and Data Collection

Based on the problems studied, the type of method used in this study is a quantitative method. The population in this study is all consumers who come to the EVAN Motor Workshop with the aim of servicing their vehicles. According to Sugiyono (2017: 81), sampling was carried out randomly by paying attention to the status of the population. The sample for this study is due to the total sample population of 134 respondents, using a saturated sample. Determining the number of samples can be done by means of statistical calculations, namely by using the Slovin formula. The Slovin formula is used to determine the sample size from a known population of 134 respondents. Based on the Slovin formula, the magnitude of the research sample withdrawal is:

$$\begin{aligned}n &= \frac{N}{1 + Ne^2} \\ &= \frac{134}{1 + 134(0,05)^2} \\ &= \mathbf{100,37}, \text{ rounded up to 100 respondents}\end{aligned}$$

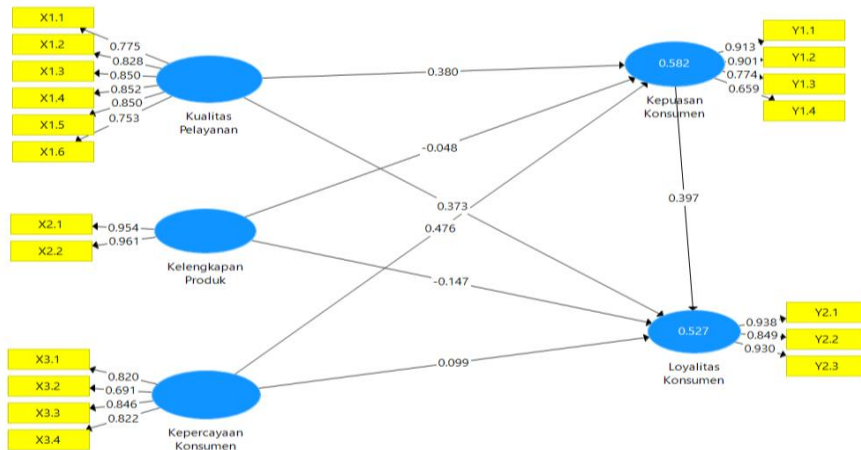
Based on the results of these calculations, the number of samples obtained was 100 respondents/visitors.

3. RELUST AND DISCUSSION

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3.1 Research result

The method of statistical analysis in this study is to test the hypothesis using Partial Least Square (PLS). PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on variance. The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples. In Structural Equation Modeling, there are two types of models that are formed, namely the measurement model (outer model) and the structural model (inner model). Data processing in this study uses SmartPLS 3.0 software. The following is the result of calculating the outer model and inner model.



Sumber : *output smartpls, 2022*

Figure 1: Outer Model Analysis

3.2 Outer Model Analysis

Testing the model (the outer model) is used to determine the specification of the relationship between latent variables and their manifest variables. This test includes convergent validity, discriminant validity, and reliability. Convergent Validity The converging validity of the measurement model with reflexive indicators can be seen from the correlation between the item or indicator score and the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70. However, in the scale development stage of research, loading 0.50 to 0.60 is still acceptable. Based on the value of the result for outer loading, it shows that there is an indicator that has a loading below 0.60 and is significant.

Tabel 1. Construct Reliability and Validity

<i>Variable</i>	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Product completeness	0.917	0.957	0.910
Consumer trust	0.635	0.874	0.806
Consumer satisfaction	0.670	0.889	0.831
Service quality	0.671	0.924	0.901
Consumer loyalty	0.822	0.933	0.892

Sumber: *output smartpls, 2022*

Based on table 1 above, the average variance extracted (AVE) value for each variable is product quality. Price perception and brand image, as well as marketing performance, have constructs > 0.50, meaning that all constructs are reliable because they have high discriminant validity.

In table 1 above, the composite reliability value of each variable shows a construct value > 0.60. These results indicate that each variable has met the composite reliability; therefore, it can be concluded that all variables have a high level of reliability.

Based on table 1 above, the Cronbach's alpha value of each variable shows a construct value > 0.70; this shows that each research variable has met the requirements for Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability.

Based on the output in Table 1, it can be concluded that the indicators used in this study have high discriminant validity in compiling their respective variables.

inner model analysis

Evaluation of the structural model (inner model) is carried out to ensure that the structural model built is accurate. The stages of analysis carried out in the evaluation of the structural model can be seen from several indicators, namely:

Tabel 2. R-Square

	<i>R-Square</i>	<i>R Square Adjusted</i>
Consumer satisfaction	0.582	0.569
Consumer loyalty	0.527	0.507

Sumber : *output smartpls, 2022*

Based on table 2 above, it shows that the adjusted R-Square value for the brand image variable is 0.569, or 56.9%. This means that the variables of service quality, product completeness, and consumer trust affect consumer satisfaction by 56.9%, and the remaining 43.1% are influenced by other variables. Meanwhile, the adjusted R-Square value for the consumer loyalty variable is 0.507, or 50.7%. This shows that the variables of service quality, product completeness, and consumer trust have an effect on consumer loyalty to the tune of 50.7%, and the remaining 49.3% is influenced by other variables.

3.3 Hypothesis test

Hypothesis testing in this study was carried out by looking at t-statistics and P-values. If the t-statistics value is greater than 1.96 and the P-values are less than 0.05, the hypothesis is considered accepted. The following are the results of the path coefficients of direct influence:

Tabel 3- Path Coefficients (Pengaruh Langsung)

	<i>direct effect</i>	Parameter coefficient	t-statistics	P-values	Results
H₁	Product completeness-> customer satisfaction	-0.048	0.533	0.594	Ditolak
H₂	Product completeness -> consumer loyalty	-0.147	1.762	0.079	Ditolak
H₃	Consumer trust -> consumer satisfaction	0.476	4.146	0.000	Diterima
H₄	Consumer trust -> consumer loyalty	0.099	0.774	0.439	Ditolak
H₅	Consumer satisfaction -> consumer loyalty	0.397	3.724	0.000	Diterima
H₆	Quality of service -> customer satisfaction	0.380	3.914	0.000	Diterima
H₇	Quality of service -> consumer loyalty	0.373	3.242	0.001	Diterima

Sumber : *output smartpls, 2022*

4. CONCLUSION

Based on the results of the study it can be concluded as follows There is a negative and insignificant effect of product completeness on customer satisfaction at Evan Motor Workshop There is a negative and insignificant effect of product completeness on consumer loyalty at Evan Motor Workshop There is a positive and significant influence of consumer trust on customer satisfaction at Evan Motor Workshop There is a positive but not significant effect of consumer trust on consumer loyalty at the Evan Motor Workshop There is a positive and significant influence of customer satisfaction on consumer loyalty at Evan Motor Workshop There is a positive and significant effect of product completeness on customer satisfaction at Evan Motor Workshop There is a positive and significant effect of product completeness on consumer loyalty at Evan Motor Workshop.

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