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Marketing Services for Yamaha Motorbike Customer Satisfaction (Case Study: PT Ramarayo Perdana Karawang)

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Abstract

The rise of trade in this era has made market competition even tighter, so that business actors must take actions and strategies to win the competition with competitors in the market. This is also experienced by motorbikes, one of which is the Yamaha motorcycle, which experienced a decline in sales in 2019 from month to month. Many factors influence it. In this study the variables used are product quality, after marketing services, and customer satisfaction. This research uses a descriptive approach, and verification. The sample obtained is 383 respondents who are consumers of PT Ramarayo Perdana Karawang by using a purposive sampling technique. The results showed that after marketing services and the quality of a product had a strong enough relationship, namely 50.3%. Then partially the product quality has an effect of 39.3 and partially after marketing services has an effect of 15.3% on customer satisfaction. Together, product quality and after marketing services have an effect of 50.3%, which is the contribution of other variables not examined. So it can be seen that a product quality is more dominant in influencing customer satisfaction. PT Ramarayo Perdana Karawang is advised to pay more attention to After Marketing Services and Quality of Products in order to achieve customer satisfaction.

Keywords: Product Quality, Marketing Service, Customer Satisfaction, Yamaha Motorcycles

1. Introduction

The rise of trade in this era has made market competition even tighter, it cannot be denied that the increasingly fierce competition makes companies have to take the right steps and strategies to win the competition with competitors in the market [1]. This will automatically create an atmosphere of competition among similar companies. These companies will always strive to seize a larger market share and definitely want to become market leaders in the business world [2].

In subsequent developments, consumers are a key factor in determining the success or failure of a company in marketing its products [3]. The progress of motorbike transportation in Indonesia, which is increasingly here, makes the level of competition for automotive industry companies increasingly tighter, each automotive manufacturer is required to continue to innovate in order to create motorbikes with the latest variants and models to attract consumers to buy. their product [4]. is getting tighter, what the company must prioritize is how to achieve customer satisfaction so that Yamaha products are maintained, competitive and dominate the market share in Indonesia. Satisfaction or dissatisfaction felt by customers is a feeling of pleasure or

disappointment with someone who comes from a real or actual product with the expected product performance. A company must know several kinds of aspects that affect the understanding and desires of customers [5]. One of the motorcycle transportation manufacturers that still exist on the market is Yamaha. Yamaha is a manufacturer of this type of transportation which has various types of products including automatic motorbikes, ducks and sports. Currently Yamaha's competitor is Honda. Honda is a brand that is gaining a very large market share in Indonesia. To find out the data on the market share of motorcycles for the best consumer choice brands for the last three years, it can be seen from the data table for the last 3 years:

Table 1. Market Share of Motorcycle Sales in Indonesia in 2017-2019

Brand	Year					
	2017		2018		2019	
	Unit	Share	Unit	Share	Unit	Share
Honda	4.385.888	74,51%	4.759.202	74,60%	4.190.688	75,69%
Yamaha	1.384.211	22,90%	1.455.088	22,80%	1.434.217	22,1%
Kawasaki	72.191	1,34%	78.892	1,20%	69.766	0,03%
Suzuki	78.637	1,23%	89.508	1,40%	71.861	1,1%
Tvs	1.176	0,02%	331	0%	898	0,01%

Sources: www.TMCBlog.com, www.DetikOto.com, dan <https://bmspeed7.com/data-penjualan-sepeda-motor-tahun-2019> accessed on 17 and February 25 at 19:58 2020

Explains that the market share of Yamaha motorcycle sales in Indonesia from the last three years has decreased in sales. Although here Yamaha occupies the market share in second place, Yamaha has experienced a decline in sales from year to year. The sale of a customer or customer is said to be satisfied if he or she is happy and has a strong behavior to regularly use or buy more products or services. In the decline stage, what is needed is a possible sales promotion that is needed to delay the decline [6]. It can be seen that the lack of public satisfaction with Yamaha products so that people switch to other products and do not make repeated purchases.

Based on the phenomenon when I made observations in the field at PT.Ramarayo Perdana Karawang that there were trends in the decline in Yamaha motorcycle sales at PT.Ramarayo Perdana Karawang which could be seen based on the actual and target sales in 2019. The following is the sales data between the target and actual motorbikes Yamaha with automatic, duck and sport motorbikes in January until December 2019 can be seen in the following image:

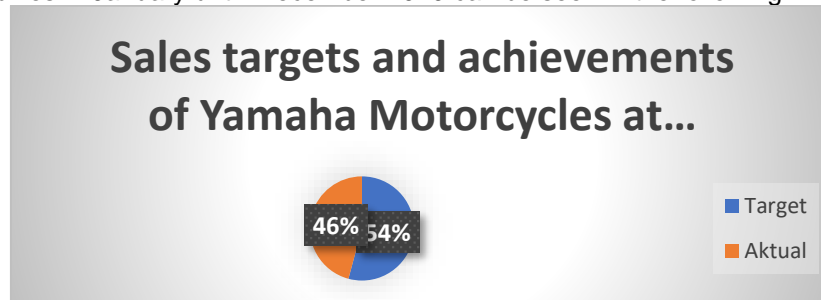


Figure 1. Diagram of Sales Target and Achievement of Yamaha Motorcycles at PT.Ramarayo Perdana Karawang
Source: PT.Ramarayo Perdana Karawang 27 February 2020

It can be seen in table 1 which states that Yamaha motorcycle sales are still fluctuating. It can be seen that the Yamaha motorcycle sales target from January to December 2019 is 54%. Meanwhile, the actual obtained by PT.Ramarayo Perdana Karawang from January until December 2019 was 46%. This means that sales of Yamaha motorcycle products at PT.

Ramarayo Perdana Karawang is still not optimal because it has not reached the target set by the company.

Which states that customer satisfaction is a response given by customers to a perceptual evaluation of the variation between the initial expectations before ordering a product and the performance of the actual product as felt after the mobilization of energy or consumption of a product. [7]. Meanwhile, which states that satisfaction is a response from the customer in terms of evaluating the perception of the mismatch between previous expectations and the actual performance of a product after consumption [8]. Customer satisfaction is an emotion given by customers or a reaction to customer feelings to the perceived difference between performance appraisal and expectations [9]. Customer satisfaction is the response given by a customer to experiences related to certain products or services purchased, retail outlets, or even behavior patterns and the market as a whole [10].

Can It is known that consumer satisfaction must be prioritized by companies to consumers, because consumers who are satisfied with the products or services we sell can recommend it to other people so that people know and want to buy it. Researchers conducted a survey of customer satisfaction by distributing questionnaires to 30 respondents who had performed service / repair of Yamaha motorbikes at PT.Ramarayo Perdana Karawang. The following data obtained by researchers can be seen in Figure 2 as follows:

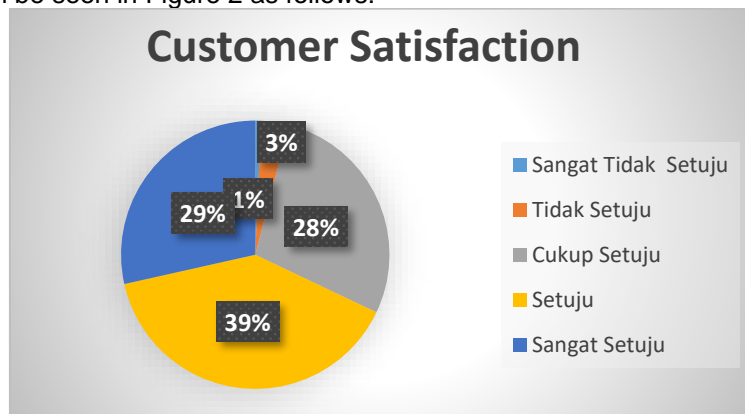


Figure 2. Diagram of Pre-Survey Results of Customer Satisfaction Variables

Based on the data in Figure 2 which was generated from a survey of 30 respondents who gave a statement about the satisfaction of Yamaha motorcycle consumers at PT. Ramarayo Perdana Karawang. Only 39% can state that they agree with Yamaha Motorbike Customer Satisfaction at PT.Ramarayo Perdana Karawang, while 29% of respondents choose to quite agree with Yamaha motorcycle customer satisfaction at PT.Ramarayo Perdana Karawang.

Creating customer satisfaction is a big challenge for companies because customer satisfaction is useful for creating customer loyalty to the products being sold [11]. Several factors that affect a consumer's satisfaction with Yamaha motorbikes are the quality of the product and after marketing services provided by PT.Ramarayo Perdana Karawang.

Product quality now seems to be something that is currently always considered by consumers so that companies are required to offer quality products and products that have more value and make these products different from competitors' products. Quality development is currently driven by conditions of competition between companies, technological advances in economic stages and the history of society. Products are everything that is offered to the market to satisfy wants or needs [12]. The quality of a product is a determining element in determining buyer satisfaction after purchasing and using a product [13]. Explains that product quality is a condition of a line based on research on its conformity with the established carving standards [14]. The quality of a product is the expertise of the product, its function needs to be realized, which includes durability, condition, accuracy, to addition and inspection of operations and other valuable attributes [15]. The quality of a product is one of the product attribute component elements that are considered in the consumer purchasing process [16]. The following researchers conducted a pre-product quality survey on 30 respondents who performed service / repair of Yamaha motorbikes at PT.Ramarayo Perdana Karawang. The following are the results of the pre-

survey on Product Quality conducted to 30 respondents who performed service / repair of Yamaha motorbikes at PT .Ramarayo Perdana Karawang can be seen in Figure 3 as follows:

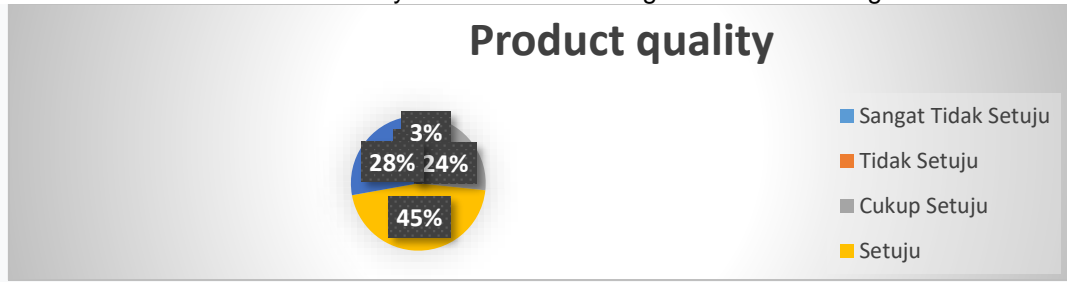


Figure 3. Pre-Survey Results of Product Quality Variables

Based on Figure 3 regarding the results of a survey of 30 respondents who have provided a statement regarding the Quality of Yamaha Motorbike Products at PT. Ramarayo Perdana Karawang. Only 45% can state that they agree with the satisfaction of Yamaha motorcycle customers at PT.Ramarayo Perdana Karawang, while 24% of respondents choose to quite agree with the satisfaction of Yamaha motorcycle customers at PT.Ramarayo Perdana Karawang. It can be seen that consumers are not completely satisfied with the quality of Yamaha motorcycle products at PT Ramarayo Perdana Karawang.

As for other factors that affect customer satisfaction, namely after marketing service. stated that after marketing services is a way of maintaining long-term relationships with customers and giving more trust, a sense of security for customers to buy products [17]. After marketing services is a form of service from producers in the form of goods and services received by consumers after purchasing goods or services[18]. After marketing services is an action to ensure that all customer expectations can be properly fulfilled [19]. After marketing services is defined as "As services provided by the principal to consumers for goods sold to consumers in terms of operational durability and reliability"[20]. In after marketing activities, the marketer tries to convince customers of the use, function and benefits of the product so that their satisfaction is more complete when using the product. Furthermore, the researchers conducted a survey of 30 respondents who performed service / repair of Yamaha motorbikes at PT.Ramarayo Perdana Karawang and to find out how the quality of Yamaha motorcycle products at PT.Ramarayo Perdana Karawang. Following are the results of the pre-sales service survey can be seen in Figure 4 as follows:

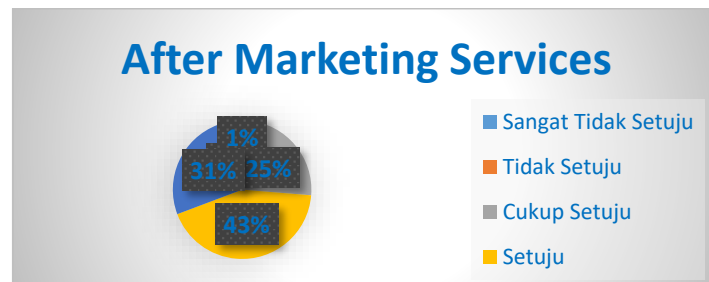


Figure 4. Pre-Survey Results of after marketing services Variables

Based on Figure 4 the results of the pre-survey on 30 respondents by providing a statement regarding the after marketing services of Yamaha motorbikes at PT.Ramarayo Perdana Karawang. Only 43% can state that they agree with Yamaha motorcycle after marketing services at PT.Ramarayo Perdana Karawang, while 25% of respondents choose to quite agree with Yamaha motorcycle after marketing services at PT.Ramarayo Perdana Karawang. It can be seen that the average consumer is not completely satisfied with the after marketing services provided by PT Ramarayo Perdana Karawang.

The competition of business actors is getting tighter, making business people must be able to supply quality products and provide good after marketing services so that customers feel satisfied in order to create satisfaction for customers. The product test shows that the results of

this study indicate that the quality of the product shows a positive influence and significant results, after marketing services also has a positive and significant impact on service.

Based on this background, the authors are interested in conducting research with the title "Sales service and quality on a product for Yamaha Motorcycle Customer Satisfaction (Case Study at PT.Ramarayo Perdana Karawang).

2. Research Method

In carrying out the process of arranging, there are several things that must be considered, including what methods are used to solve the problem in this research. The method used by researchers is a quantitative method with descriptive and verification approaches. The population used in this research is consumers who perform services or repairs at PT Ramarayo Erdana Karawang. The calculation in this test uses the Slovin formula. The sampling technique used was purposive sampling technique. Techniques of data collection using observation, interviews, and questionnaires. Data analysis techniques used a vulnerability scale, correlation analysis, and path analysis.

Literature review

To clarify and as a consideration for this study, the researcher reviewed several previous studies, as follows:

- According to previous research obtained in the journal Yesi.Elsandra.and.Suryadi(2016) with the title "after marketing services and quality of a product to customer satisfaction at PT Sharp Electronic Indonesia, Padang City [21]. It can be seen that the results of research on customers of PT.Sharp.Electronics,Padang.branch,.this.study.shows.that. after marketing services and quality of a product affect customer satisfaction and loyalty, but also customer satisfaction partially mediates after marketing services to customer loyalty.
- According to previous research obtained in the journal Didik.Wahjudi,.Timoticin.Kwand,. &.Rianthi Sulis (2018) in the title "The Effect of Quality of after marketing services on Customer Satisfaction and Customer Loyalty in Upper Middle Class Housing" [22]. It can be seen that the research conducted on middle-class housing shows that the quality of after marketing services has a positive correlation to buyer satisfaction and buyer loyalty.
- Based on previous research in the journal Pribanus Wantara & Muhammad Tambrin (2019) with the title The Effect of Price and Quality of a Product on Customer Satisfaction and Customer Loyalty of Batik Madura [23]. It can be seen that the results of the research obtained on Madura batik handicraft products show that price has a positive and significant impact on customer service and the quality of a product.
- According to previous research contained in the journal Ignasius Irvan Wijaya (2019) in the title "Analysis of the Effect of Quality on a Product, Price Perception, and After Sales Service Quality on Customer Satisfaction at PT.Hargen Nusantara" [24]. Based on the research results of PT Hargen Nusantara that a product quality, price perception, and after marketing services quality have a simultaneous influence on customer service.
- According to previous research contained in the journal Hasan Basri (2016) with the title "The effect of advertising and after sales service on customer satisfaction at PT. Electronic City Bogor Branch" [25]. It can be seen that the results of research at PT.electronic City at Bogor Branch First, show that advertising has a significant positive effect of advertising on buyers satisfaction. Then obtained a positive and relevant impact between after marketing services on customer service satisfaction.
- According to previous research contained in the journal Darayani.Ernoputri,.et al (2016) with the title of " After-Sales Service to Customer Satisfaction" [26]. It can be seen that the research results of Lg products in Malang show that the after marketing services simultaneously impact on the level of service satisfaction and after marketing services segmentally have a significant influence on the level of customer service satisfaction.

3. Results and Analysis

3.1 Hypothesis Testing and Analysis

in the results of this test get that result validity and reliability testing as well as the classical assumption tests are free from the problems of normality, multicollinearity, and heterocedesity. Thus the test is appropriate to use in testing the hypothesis of this study:

In path analysis, the relationship between the independent variables which has a meaningful correlation, can be calculated the magnitude of the direct or indirect effect. The indirect effect is the multiplication of the path coefficient and its correlation coefficient. The following is the relationship between the two independent variables, which can be explained in Table 1 as follows:

Tabel 2 Correlations

		.Product Quality.	.After marketing services
Product Quality	.Pearson.Correlation.	1	.503**
	.Sig..(2-tailed)		.000
	N.	383	383
After marketing services	.Pearson.Correlation	.503**	1
	.Sig..(2-tailed)	.000	
	N	383	383

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

Source: Results of 2020 Questionnaire Data Processing, SPSS 25

Based on the results of this test can be seen in Table 2 and the results of the study show that the correlation coefficient value between the independent variables, namely the Quality of a Product (X1) and after marketing services (X2) is 0.503. Thus it can be seen that Product Quality with after marketing services has a moderate and unidirectional level of relationship because the value is positive and at the interval 0.40 – 0.599 it is in the medium category [27].

1. Partial influence of quality on a Product (X1) and after marketing services (X2) on Customer Satisfaction (Y)

Based on the results of data processing performed using SPSS software and the results obtained from the path coefficients for each variable Quality on Product (X1) and after purchase service (X2) on Customer Satisfaction (Y). The results of this processing can be seen in Table 2 as follows :

-Tabel- 3-Coefficients

Model		-Unstandardized-Coefficients		-Standardized-Coefficients	-T-	-Sig.-
		B	-Std.-Error-	-Beta-		
1	-(Constant)-	21.888	2.849		7.683	.000
	Product Quality	.239	.032	.393	7.593	.000
	After marketing services	.192	.065	.153	2.947	.003

a. Dependent Variable: Customer Satisfaction

Source: Results of 2020 Questionnaire Data Processing, SPSS 25

Based on table 3 shows the path coefficient between the Product Quality variable (X1) and-After marketing services -(X2)-on-Customer-Satisfaction (Y). These values are respectively described as follows:

- a. The path coefficient on the quality variable in a product (X1) on Customer Satisfaction (Y).

Based on the results of research that has been done by researchers, it can be seen in table 3 and the result of the path coefficient value of the quality variable in a product (X1) on consumer satisfaction (Y) is 0.393. It can be seen that the direct effect of quality on a product (X1) on consumer satisfaction (Y) is 0.393, so that the equation $Y = 0.393 X1$ is obtained.

- b. After marketing services variable path coefficient (X2) on Customer Satisfaction (Y).

Based on table 3 the path coefficient for the after marketing services variable (X2) on Customer Satisfaction (Y) is 0.153. It can be seen that the direct effect on after marketing services (X2) on consumer satisfaction (Y) is 0.153, so the equation $Y = 0.153X2$ is obtained..

2. Simultaneous Effect of Quality on a Product (X_1) and after marketing services (X_2) on Customer Satisfaction (Y).

Direct influence on variable Quality of a Product (X_1) and after marketing services on Customer Satisfaction (Y) can be described as follows:

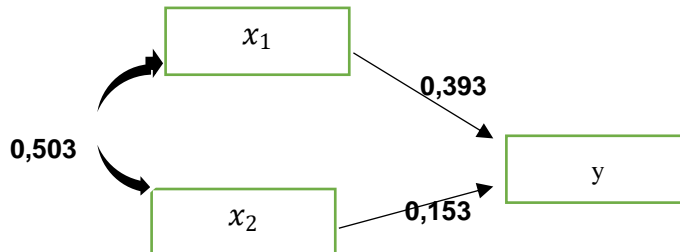


Figure 5 Simultaneous Influence on Variable Quality of a Product (X_1) and after marketing services (X_2) on Customer Satisfaction (Y)

Based on Figure 5 shows that the amount of the associative positive degree or path coefficient of the product quality variable is 0.393 higher than the direct effect of after marketing services variable of 0.153. This means that Product Quality (X_1) has more influence on Customer Satisfaction (Y) than after marketing services (X_2). The path equation is as follows:
 $Y = 0.393X_1 + 0.153 X_2$

Hypothesis Test

1. First Hypothesis

The result of the t value calculated above is then compared with the t in the error rate table of 5%, $db = n - 2 = 383 - 2 = 381$, then the obtained t table = 1.649. Thus it can be seen that t count (11.363) > t table (1.649), it can be stated that H_0 is rejected, meaning that there is a meaningful relationship between Product Quality (X_1) and after marketing services (X_2).

2. Second Hypothesis

Based on table 4.60, it shows that the sig value. (0.000) < α (0.05) and t count (7.503) > t table (1.649) then H_0 is rejected. Thus, it can be seen that the product quality partially affects customer satisfaction.

3. Third Hypothesis

Based on table 4.61, it shows that the sig value. (0.003) < α (0.05) and t count (2.947) > t table (1.649) then H_0 is rejected. Thus, it can be seen that after marketing services Partially affects customer satisfaction.

4. Fourth Hypothesis

Based on Table 4.62, it can be seen that sig. (0.000 < α (0.05) and f count (59.462) > f table (3.04) then H_0 is rejected. Thus, It can be seen that the quality of a product and after marketing services simultaneously has an influence on customer satisfaction.

4. Conclusion

Based on the results of this study, it can be seen that there is a relationship between product quality and after marketing services Partial Effect of Product Quality (X_1) and after marketing services (x_2) on Customer Satisfaction (Y) : Based on the results of this study, it is known that there is a partial effect of product quality on customer satisfaction, Based on the results of this study, it is known that there is a partial effect after marketing services on customer satisfaction. Based on the results of this study, It is known that there is a simultaneous influence on product quality and after marketing services on customer satisfaction.

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