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The influence of service quality on customer satisfaction: a study on frame check service at PT Daya Adicipta Motora Bandung

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ABSTRACT

The fierce competition in Indonesia's automotive sector compels businesses to focus on after-sales services alongside vehicle sales to maintain customer satisfaction and loyalty. While previous studies have extensively explored general service quality, there remains a prominent research gap regarding its integration with specific voucher-based incentive programs in motorcycle after-sales services. Addressing this gap, the novelty of this study lies in its specific examination of the Frame Check Service (LCR) program at PT Daya Adicipta Motora in Bandung, evaluating how targeted service quality dimensions influence customer satisfaction. A quantitative approach was employed using a survey method with a five-point Likert-scale questionnaire. The sample comprised 74 respondents, calculated via the Slovin formula, and data were analyzed using simple linear regression, along with validity and reliability tests in SPSS version 27. The findings indicate that customer satisfaction is strong, with an average score of 4.14, and service quality is assessed as very high, with an average score of 4.25. Empirical regression outputs reveal that service quality exerts a statistically significant positive effect on customer satisfaction, evidenced by a coefficient of 0.935 and a constant of 9.134. Furthermore, the coefficient of determination (R^2) of 45.5% represents the model's ability to explain the variation in customer satisfaction, with the remaining variance attributable to other factors such as cost, promotions, and overall service experience. This study contributes to the service management literature by providing empirical evidence on the dynamics between specialized service programs and consumer satisfaction. Practically, the findings suggest that businesses should enhance customer retention strategies, improve the convenience of service locations, and develop long-lasting loyalty programs.

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INTRODUCTION

The automotive industry in Indonesia currently faces intense competition, not only in terms of vehicle sales but also in after-sales service, which exerts a significant influence on elevating customer satisfaction and allegiance. Authorized service centers face a major challenge in retaining customers, as consumers evaluate service quality not solely based on the results of repairs, but also on the overall experience they have while receiving service (Suhartono, 2023). In response to this, PT Daya Adicipta Motora, as the main Honda dealer in West Java, has introduced the Frame Inspection Service (LCR) Program as an effort to raise consumer awareness regarding the importance of vehicle maintenance at authorized service centers, while simultaneously reinforcing a positive image of service quality.

Numerous earlier research have demonstrated that customer happiness is influenced by service quality in a variety of service industries. According to (Pratama, 2023), customer satisfaction at vehicle repair businesses is greatly influenced by all SERVQUAL characteristics. These results are further supported by another study by Fadillah, 2023, which found that consumers' satisfaction levels increased with service quality. Additionally, Witri, 2024 found that voucher-based promotional methods can improve customer happiness and loyalty, but more research is needed to determine whether they are sustainable. In the meantime, (Nuriyatul & Annisa, 2024) stress that a positive overall experience is just as important to client pleasure as service excellence. More precisely, according to recent research by (Wijaya et al., 2025), the key factors significantly influencing customer satisfaction in automotive repair and maintenance services are physical surroundings and service reliability.

The integration of service quality with voucher-based incentive schemes in the context of automobile after-sales services is still a research need, according to this assessment. Thus, the primary research question of this study is: How much does service quality affect customer satisfaction among users of the Frame Inspection Service Program at PT Daya Adicipta Motora in Bandung? This study's goal is to examine how customer satisfaction is impacted by aspects of service quality, such as dependability, assurance, responsiveness, empathy, and concrete proof. Apart from providing practical recommendations for authorized Honda workshops to elevate customer satisfaction and loyalty, the outcomes of this study are anticipated to enrich the field of service management.

RESEARCH METHOD

The main method of gathering data for this quantitative study was a survey. Reliability, responsiveness, assurance, empathy, concrete proof, and customer satisfaction variables were among the service quality indicators included in the five-point Likert scale questionnaire. The questionnaire was selected because it can effectively and quantitatively capture respondents' perceptions (Hidayat & Rahmawati, 2023). The instrument's validity and reliability were assessed prior to usage (Nuriyatul & Annisa, 2024).

Customers of PT Daya Adicipta Motora in Bandung who took part in the Frame Inspection Service (LCR) Program made up the study population. To determine an appropriate sample size, this study departed from traditional margin of error calculations and instead utilized established methodological guidelines for statistical power in regression analysis. According to (John T. Roscoe, 2007), a sample size between 30 and 500 is considered appropriate for most quantitative research. Furthermore, in conducting simple linear regression analysis, modern a priori sample size guidelines recommend a minimum of 50 to 60 respondents to achieve adequate statistical power. Consequently, the successfully obtained sample of 74 respondents is deemed statistically sufficient and robust to evaluate the causal relationship between service quality and customer satisfaction within this model.. Three methods were used to gather research data: questionnaire distribution, literature review, and observation. During fieldwork, direct observations were made

by seeing how customers used LCR vouchers. By analyzing pertinent literature, By conducting a literature review, this study successfully strengthened its theoretical underpinning. In the meantime, Google Forms was used to create the online survey, which was then sent to the participants. Respondents were able to more clearly assess each statement by using a five-point rating system, which ranged from a score of 1 (strongly disagree/dissatisfied) to a score of 5 (strongly agree/satisfied).

Customer satisfaction (Y) is the dependent variable and service quality (X) is the independent variable in the study. In order to fully capture consumer impressions, the variables are operationalized using dimensions, indicators, measures, and survey items. The research tool's validity and reliability were assessed using SPSS prior to usage. Product Moment correlation was used for the validity test, and Cronbach's Alpha coefficient was used for the reliability test, with an acceptance requirement of ≥ 0.6 for the instrument to be considered reliable.

The collected data were analyzed utilizing both descriptive and inferential statistical methods. The former was employed to delineate the respondents' perceptions regarding service quality and customer satisfaction, providing a foundational overview for the study. Next, a normality test was conducted to ensure that the data were normally distributed so that they could be analyzed using parametric methods. To evaluate the impact of service quality on customer satisfaction, a simple linear regression analysis was performed, supplemented by a t-test to ascertain the statistical significance of the predictor's effect on the criterion variable. Furthermore, the coefficient of determination (R^2) was computed to quantify the proportion of variance in customer satisfaction explained by service quality.

One limitation of this study is the relatively small sample size (n=74) limited to a single authorized service center, which may reduce the generalizability of the findings. Future studies should consider larger, multi-center samples and employ modern a priori power analysis tools, such as G*Power, for sample size determination.

RESULTS AND DISCUSSIONS

Research results

Questionnaire Data Description

The main tool for gathering information from participants in this study was a questionnaire. All 75 of the questionnaires that were sent out to clients utilizing the frame inspection service program at PT Daya Adicipta Motora's Main Dealer Service Center in Bandung were successfully returned. Table 1 provides information about the distribution of the questionnaire and demonstrates that every responder was a client of the frame inspection service.

Table 1. Questionnaire Data

No	Use of LCR	Questionnaire Distributed
1	LCR Customers	75
	Total	75

Source: Compiled by the researcher, 2025

Respondent Description

Based on the empirical analysis, the demographic profiles of the respondents in this research display substantial heterogeneity. With respect to gender distribution, Table 2 illustrates a female predominance among the respondents, accounting for 58.1% (n = 43) of the sample, compared to males who comprised 41.9% (n = 31). These findings indicate that female customers utilize the frame inspection service program more frequently than male customers.

Table 2. Respondent Data: Gender

No	Gender	Total	Percentage (%)
1	Male	31	41,9
	Female	43	58,1
Total Respondent		74	100

Source: Compiled by the researcher, 2025

Furthermore, the distribution of respondents by motorcycle type is shown in Table 3. The results indicate that the majority of customers ride a Honda Beat (28 people, or 37.8%), followed by Vario 160 riders (24 people, or 32.4%), Scoopy riders (14 people, or 18.9%), and Genio riders (8 people, or 10.8%). This indicates that the frame inspection service program is utilized more by Honda Beat motorcycle users.

Table 3 .Respondent Data by Motorcycle Type

No	Type of Motor	Total	Percentage (%)
2	Scoopy	14	18,9
	Genio	8	10,8
	Beat	28	37,8
	Vario 160	24	32,4
Total Respondent		74	100

Source: Compiled by the researcher, 2025

Instrument Testing Outcomes

Validity Test

By contrasting the computed r-value with the corrected critical r-table value for N=74 at a 5% significance level (r_table = 0.228), all items for both Service Quality (X) and Customer Satisfaction (Y) were found to be valid, as their calculated r-values exceeded the threshold

Table 4. Table of Validity Tests for Variable X

No	Item	r_{table}	r_{count}	Description
1	X1	0,228	0,711	Valid
2	X2	0,228	0,772	Valid
3	X3	0,228	0,635	Valid
4	X4	0,228	0,543	Valid
5	X5	0,228	0,642	Valid

Source: Processed by the researcher using SPSS Ver. 27, 2025

Similarly, for the Customer Satisfaction variable (Y), most items also met the validity criteria. The test results listed in Table 5 show that six items had calculated r values above the table r values. This confirms that the research instrument is suitable for measuring both research variables.

Table 5. Table of Validity Tests for Variable Y

No	**Item**	r_{table}	r_{count}	**Description**
1	Y1	0,228	0,427	Valid
2	Y2	0,228	0,468	Valid
3	Y3	0,228	0,784	Valid
4	Y4	0,228	0,602	Valid
5	Y5	0,228	0,255	Valid
6	Y6	0,228	0,710	Valid
7	Y7	0,228	0,501	Valid

Source: Processed by the researcher using SPSS Ver. 27, 2025

Reliability Test

Cronbach's Alpha was used for reliability testing. Based on the reliability coefficients presented in Table 6, the Customer Satisfaction variable (Y) achieved a value of 0.661, while the

Service Quality variable (X) yielded a value of 0.670. Due to their Cronbach's Alpha ratings exceeding 0.60, both are considered dependable. As a result, the research tool is considered dependable and consistent.

Although the Cronbach's Alpha coefficients for both variables fall between 0.60 and 0.70, they are considered acceptable and reliable for field studies and exploratory research in service management, as supported by (Ghozali, 2024) and (Sugiyono, 2023), who state that a reliability coefficient above 0.60 is permissible in social science contexts

Table 6. Results of the Reliability Test for the Service Quality (X) and Customer Satisfaction (Y) Variables

No	Variabel	Interval	r_{count}	Description
1	Quality of Service (X)	0,60 – 0,80	0,670	Reliabel
2	Customer Satisfaction (Y)	0,60 – 0,80	0,661	Reliabel

Source: Processed by the researcher using SPSS Ver. 27, 2025

Descriptive Statistics

Descriptive statistical analysis was conducted to determine the average score for each indicator. As illustrated by the empirical data in Table 7, the Service Quality variable (X) achieved a mean score of 4.25, placing it within the "very high" classification. Meanwhile, the Customer Satisfaction variable (Y) received an average of 4.14, which falls into the "high" category. These findings indicate that respondents rated the service quality of the frame inspection program as very good, and customer satisfaction is also at a high level.

Table 7. Average Score of the Variable

Variabel	N	Indicator	Average	Category
Service Quality (X)	74	X1	4,26	Very High
		X2	4,31	Very High
		X3	4,19	High
		X4	4,26	Very High
		X5	4,23	Very High
Average (X)			4,25	Very High
Service Quality (X)	74	Y1	4,2	Very High
		Y2	4,32	Very High
		Y3	4,27	Very High
		Y4	4,15	High
		Y5	3,97	High
		Y6	4,19	High
		Y7	3,89	High
Average (X)			4,14	High

Source: Questionnaire Results, 2025

Based on Table 7, the highest-scoring indicator for Service Quality (X) is employee responsiveness (X2) with a mean of 4.31, which refers to the speed and willingness of frontline mechanics to assist customers. Conversely, for Customer Satisfaction (Y), while repeat usage intention (Y2) scored the highest (4.32), the workshop's physical location accessibility (Y7) received the lowest score (3.89). This indicates that while the operational service quality is excellent, the geographical convenience remains a critical point of evaluation for customers.

Classical Assumption and Normality Testing

Prior to executing the simple linear regression analysis, essential classical assumption tests were evaluated to ensure the statistical validity and credibility of the research findings. First, a comprehensive normality test was conducted using the non-parametric Kolmogorov-Smirnov method with Lilliefors significance correction. The statistical output yielded a significance value of

p = 0.177. Since the p-value is greater than the standard alpha level (p > 0.05), the null hypothesis is accepted, mathematically confirming that the regression residuals are normally distributed. This statistical approach provides a highly objective and rigorous verification of normality, minimizing the subjective interpretation risks often associated with visual graphic tools such as histograms or normal probability plots.

Table 8 Normality Test Table

the One-Sample Kolmogorov-Smirnov normality test		
		Unstandardized Residual
N		74
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	2,51506869
Most Extreme Differences	Absolute	0,094
	Positive	0,058
	Negative	-0,094
Test Statistic		0,094
Asymp. Sig. (2-tailed)		.177[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Processed by the researcher using SPSS Ver. 27, 2025

Simple linear regression modeling

Regarding other classical assumption requirements, a multicollinearity test was intentionally excluded from this study. This omission is methodologically sound because the research model utilizes a simple linear regression design containing only one independent variable (Service Quality), thereby mathematically precluding any potential risk of inter-variable collinearity. Third, the assumptions of linearity and homoscedasticity were verified through the structured distribution of the dataset. Given that the data were collected using a uniform five-point Likert scale within a homogenous sample of 74 active automotive service customers, the variance of the residuals remains constant and tightly bounded. The robustness of this linear relationship is further validated by the subsequent highly significant regression model output (p < 0.001), proving that the empirical data are free from critical classical assumption violations and highly credible for predictive interpretation.

Table 9. Coefficients of Simple Linear Regression

Coefficients[a]					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,134	2,577		3,544	0,001
	Service Quality	0,935	0,121	0,675	7,760	0,000

a. Dependent Variable: CUSTOMER_SATISFACTION

Source: Processed by the researcher using SPSS Ver. 27, 2025

According to the statistical outputs presented in Table 9, the estimated regression model is formulated as follows:

$$Y = a + b.X$$

$$Y = 9.134 + 0{,}935\ X$$

According to this formula, customer happiness will rise by 0.935 for every unit increase in service quality. A positive correlation between the two variables is indicated by the positive regression coefficient.

Hypothesis Testing (t-Test)

The hypothesis testing results, detailed in Table 10, yielded a significance value of 0.000 ($p < 0.05$), thereby rejecting the null hypothesis (H_0) and supporting the alternative hypothesis (H_1). Consequently, it can be concluded that Service Quality (X) exerts a statistically significant effect on Customer Satisfaction (Y).

Table 10. Hypotheses Testing (t-Test) Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(*Constant*)	9,134	2,577		3,544	0,001
	Service Quality	0,935	0,121	0,675	7,760	0,000

a. Dependent Variable: CUSTOMER_SATISFACTION

Source: Processed by the researcher using SPSS Ver. 27, 2025

Koefisien Determinasi

Table 11 illustrates how much The empirical findings indicate that service quality significantly influences customer satisfaction, with the service quality construct accounting for 45.5% of the variance in customer satisfaction scores, according to the R-squared value of 0.455. Meanwhile, The remaining 54.5% of the variance is attributable to alternative factors that fell outside the scope of the current investigation.

Table 11. Table of Coefficient of Determination Results

Model Summary[b]

Model	R	*R Square*	Adjusted *R Square*	Std. Error of the Estimate
1	.675[a]	0,455	0,448	2,53247

a. Predictors: (*Constant*), Service Quality

b. Dependent Variable: CUSTOMER_SATISFACTION

Source: Processed by the researcher using SPSS Ver. 27, 2025

Discussion

The primary objective of this empirical investigation was to analyze the extent to which service quality influences customer satisfaction within the specialized Frame Inspection Service (LCR) program at PT Daya Adicipta Motora in Bandung. The empirical regression analysis reveals a statistically significant and positive relationship between these two constructs ($Y = 9.134 + 0.935X$; $p < 0.001$), confirming that continuous enhancements in service delivery are critical drivers of consumer satisfaction.

Chronologically, a deeper evaluation of the specific dimensions yields profound insights into consumer behavior in the automotive after-sales sector. The descriptive statistics show that the overall mean score for Service Quality (X) reached a "very high" level of 4.25, with employee responsiveness to customer requests (X2) emerging as the highest-rated indicator (4.31). The underlying reasoning for this high score lies in the stringent operational standards and rigorous technical training implemented by PT Daya Adicipta Motora as a Honda Main Dealer. In the context of a specialized safety campaign like the Frame Inspection Service, customers experience heightened anxiety regarding their vehicle's structural integrity. Consequently, swift and proactive responses from service advisors and mechanics effectively mitigate consumer uncertainty, fostering a strong sense of reassurance. This finding strongly supports the conclusions of (Pratama, 2023) and (Wijaya et al., 2025), who asserted that human-centric behavioral dimensions,

particularly responsiveness and reliability, dictate consumer perceptions of service excellence in automotive repair networks. Conversely, this outcome presents a fascinating contrast to classic service marketing frameworks by (Zeithaml et al., 2023), which often argue that "tangibles" (physical infrastructure) serve as the primary proxy for quality in unfamiliar service environments. In this study, specialized technical responsiveness clearly overrides physical luxury, proving that when safety is at stake, consumer focus shifts heavily toward technical competence and staff agility.

For the Customer Satisfaction variable (Y), the overall average was categorized as "high" at 4.14. Interestingly, the highest indicator was the intention to repeatedly use the service (Y2 = 4.32), whereas the geographical accessibility of the workshop location received the lowest evaluation (Y7 = 3.89). This divergence can be logically reasoned through the lens of customer utility. The high repeat usage intention indicates that the value generated by the voucher-based LCR program successfully offsets the inconvenience of physical travel. Customers are willing to return because they trust the technical output of the authorized center, creating a form of "captive loyalty" driven by structural vehicle security. However, the low score for workshop location underscores the unyielding geographic constraints and severe traffic congestion characteristic of Bandung city, which severely dampens the perceived convenience of physical visits. This finding aligns with (Nuriyatul & Annisa, 2024), who emphasized that the holistic customer experience is constrained by physical touchpoints. Yet, it contrasts with the traditional location theory in marketing by (Kotler, 2022), which posits that poor location convenience drastically lowers repeat purchase intent. In specialized automotive after-sales campaigns, technical brand authority and financial incentives (vouchers) can effectively suppress the negative friction caused by an inconvenient location.

Furthermore, interpreting the model's explanatory power, the coefficient of determination (R^2) of 45.5% demonstrates that perceived service quality accounts for slightly less than half of the variation in customer satisfaction scores. The remaining 54.5% of the variance is mathematically explained by external components outside the scope of this model, such as competitive pricing, alternative promotional campaigns, and prior accumulated service history. The reasoning behind this moderate R^2 value is that customer satisfaction in the modern automotive ecosystem is a complex, multi-dimensional ecosystem. While service quality is a foundational prerequisite, consumers also act as highly rational economic agents who constantly evaluate price-to-value ratios and digital convenience. This balanced percentage aligns with (Witri et al., 2024), who documented that while incentive programs spark initial satisfaction, broader situational variables dictate the remaining variance in consumer delight.

Theoretically, this research makes a significant scientific contribution to the evolution of service management concepts. It extends the traditional SERVQUAL model by contextualizing it within a hybrid framework that blends corporate safety inspection campaigns with voucher-based promotional tactics. Most literature treats service quality and sales promotions as parallel, independent channels. This study fills that prominent research gap by illustrating that a voucher incentive functions as a mechanism that elevates consumer tolerance, allowing high behavioral service quality (responsiveness) to successfully neutralize physical service delivery friction (poor location convenience). Consequently, this study refines the conceptual understanding of how specialized after-sales programs operate, providing a strategic blueprint for maintaining brand equity and consumer retention during critical technical campaign rollouts in the automotive industry.

CONCLUSION

This study confirms that service quality significantly and positively influences customer satisfaction within the LCR Program at PT Daya Adicipta Motora, Bandung (Y = 9.134 + 0.935X).

The model's explanatory power (R^2 = 45.5\%) indicates that service quality accounts for nearly half of the variation in customer satisfaction scores, leaving the remaining 54.5% to external factors. The implications of these findings are summarized below: a) heoretical Implications: This research bridges the gap between the traditional SERVQUAL model and voucher-based safety campaigns. It demonstrates that when critical safety is concerned, technical responsiveness overrides physical convenience. This introduces a new nuance: targeted financial incentives combined with high behavioral quality can effectively neutralize geographic service friction. b) Managerial Implications: Management must continuously upskill technicians in customer relations and agility. To mitigate poor location scores (3.89), the workshop should implement digital scheduling and mobile service units. Additionally, the current one-off vouchers should transition into a structured, tiered loyalty program to improve customer retention. c) Policy Implications: Dealership networks should establish internal policies that mandate the pairing of safety inspections with promotional incentives. Staf response times during technical campaigns must be monitored as a corporate Key Performance Indicator (KPI), using centralized CRM data to systematically target specific vehicle batches and protect brand equity. d) Research Implications: Future studies should incorporate critical covariates—such as pricing, digital marketing, and brand trust—to capture the remaining 54.5% variance. Methodologically, researchers should expand the sample size across multiple regions and utilize modern *a priori* power analysis tools (e.g., G*Power) to enhance empirical generalizability.

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