ANALYSIS OF CUSTOMER SATISFACTION BMW ASTRA SUNTER WORKSHOP
(Study at PT. Astra Internasional Tbk. BSO-Sunter)

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Abstract - *This study aims to determine Customer Satisfaction Analysis at BMW Astra Sunter Workshop (Study at PT. Astra International Tbk.BSO-Sunter)*

The population of this study are customers who perform services at the BMW Astra Sunter workshop at PT. Astra International Tbk. Bso-Sunter by distributing questionnaires, interviews, and observations. This study uses a qualitative research study using quantitative descriptive research methods. Sampling was done by purposive sampling method, with the number of respondents who fit the criteria as many as 70 respondents. The distributed questionnaire was then processed using a computer with the help of Microsoft Excel 2010. The strategy used in this study was measured by data analysis techniques, namely data reduction, data display, data verification, validation and reliability testing and credibility testing with triangulation.

The results show that the research hypothesis is proven. In other words, characteristics such as Service Quality, Price, Emotional Factors, Location, and Ease have a significant effect on Customer Satisfaction.

This is evidenced by the magnitude of the value of the analysis on (1) Service Quality of 88.57% of respondents feel satisfied and very satisfied (2) Prices of 91.43% of respondents are satisfied and very satisfied (3) Emotional factors of 88.57% of respondents feel satisfied and very satisfied (4) Location 90% feel satisfied and very satisfied (5) Ease of 92.86% feel satisfied and very satisfied. The results of the research value prove that the indicators of customer satisfaction, most of which customers are satisfied with the services provided by the BMW Astra Sunter repair shop

Keywords: Quality of service, Price, Emotional Factors, Location, and Convenience

Abstrak– Penelitian ini bertujuan untuk mengetahui Analisis Kepuasan Pelanggan Pada Bengkel BMW Astra Sunter (Studi pada PT. Astra Internasional Tbk.BSO-Sunter)

Populasi penelitian ini adalah pelanggan yang melakukan service di bengkel BMW Astra Sunter di PT. Astra Internasional Tbk. Bso-Sunter dengan menyebarkan kuesioner, wawancara, dan observasi. Penelitian ini menggunakan kajian penelitian kualitatif dengan menggunakan metode penelitian deskriptif kuantitatif. Pengambilan sampel dilakukan dengan metode *purposive sampling*, dengan jumlah responden yang sesuai dengan kriteria sebanyak 70 responden. Kuisioner yang disebarkan kemudian diolah menggunakan komputer dengan bantuan *Microsoft Excel* 2010 Strategi yang digunakan dalam penelitian ini diukur dengan teknik analisis data yaitu dengan

Reduksi Data, Display Data, Verifikasi data, Pengujian Validasi dan Reliabilitas serta pengujian Kredibilitas dengan Triangulasi

Hasil penelitian menunjukkan bahwa, hipotesa penelitian ini terbukti. Dengan kata lain karakteristik seperti Kualitas Layanan, Harga, Faktor Emosional, Lokasi, dan Kemudahan berpengaruh secara signifikan terhadap Kepuasan Pelanggan.

Hal ini dibuktikan pada besarnya nilai analisis pada (1) Kualitas Layanan sebesar 88,57% responden merasa puas dan sangat puas (2) Harga sebesar 91,43% responden merasa puas dan sangat puas (3) Faktor Emosional sebesar 88,57% responden merasa puas dan sangat puas (4) Lokasi sebesar 90% merasa puas dan sangat puas (5) Kemudahan sebesar 92,86% merasa puas dan sangat puas. Hasil dari nilai penelitian membuktikan bahwa indikator-indikator kepuasan pelanggan yang sebagian besar pelanggan merasa puas terhadap pelayanan yang diberikan oleh bengkel BMW Astra Sunter

Kata kunci : Kualitas layanan, Harga, Faktor Emosional, Lokasi, dan Kemudahan

I.   PRELIMINARY

The automotive industry has grown rapidly from time to time in various countries. One of them is Indonesia, where the growth of the automotive industry is quite high, so that the automotive industry has become one of the leading positions and has become one of the sectors that contribute to high GDP in Indonesia. According to data from Gaikindo, car sales from factories to dealers in Indonesia for the January-November 2018 period reached 1.06 million units, up 7% from the same period last year of 994 thousand units. The automotive industry sector is predicted to continue to grow in 2019. The incessant development of road infrastructure in various regions in Indonesia is estimated to be one of the catalysts for the growth of the automotive industry in the coming year with a target of achieving sales of new cars of 1.1 million units.

The object of this research is the BMW Astra Sunter Workshop. There are many workshops operating in Indonesia, both dealer workshops and central workshops, namely workshops that provide services to vehicles with certain brands such as the BMW Astra Sunter Workshop which provides special service for BMW cars. BMW Astra Sunter provides Sales, Service and Spare Parts services. Many customers entrust their vehicle maintenance at the workshop. Based on interviews conducted by researchers to consumers, there are still factors that affect customer satisfaction at the BMW Astra Sunter Workshop such as: Friendliness and willingness to help from Service Advisor (SA) in the workshop, service recommendations and analysis delivered by Service Advisor (SA) at the workshop, Timeliness of service as promised,

related to the above problems, the researchers are interested in conducting research entitled analysis of customer satisfaction at the BMW Astra Sunter workshop (study at PT. Astra Internasional TBK. BSO-Sunter)

1.1.   Formulation of the problem

Based on the background of the problems that have been stated above, the problem formulations to be discussed are as follows:

1. What is the level of customer satisfaction based on Service Quality at the Astra BMW Sunter Workshop?
2. What is the level of customer satisfaction based on the price at the Astra BMW Sunter Workshop?
3. What is the level of customer satisfaction based on emotional factors at the Astra BMW Sunter Workshop?

4. What is the level of customer satisfaction based on the location at the Astra BMW Sunter Workshop?
5. What is the level of customer satisfaction based on the Ease at the Astra BMW Sunter Workshop?
6. What is the level of customer satisfaction based on service quality, price, emotional factors, location and convenience at the Astra BMW Sunter Workshop?

1.2. Research purposes

In accordance with the research problem, the researchers' objectives for conducting the research are:
1. To find out the level of customer satisfaction based on Service Quality at Astra Sunter Workshop.
2. To find out the level of customer satisfaction based on the price at the Astra Sunter Workshop.
3. To find out the level of customer satisfaction based on emotional factors at the Astra Sunter Workshop.
4. To find out the level of customer satisfaction based on the location at the Astra Sunter Workshop.
5. To find out the level of customer satisfaction based on the Ease at the Astra Sunter Workshop.
6. This is to determine the level of customer satisfaction based on Service Quality, Price, Emotional Factors, Location and Convenience at Astra Sunter Workshop

II. LITERATURE REVIEW

2.1. Management

According to the definition of Sumarsan (2013: 2) management is defined as the art of planning, organizing, directing, and controlling the use of resources to achieve performance goals or objectives.
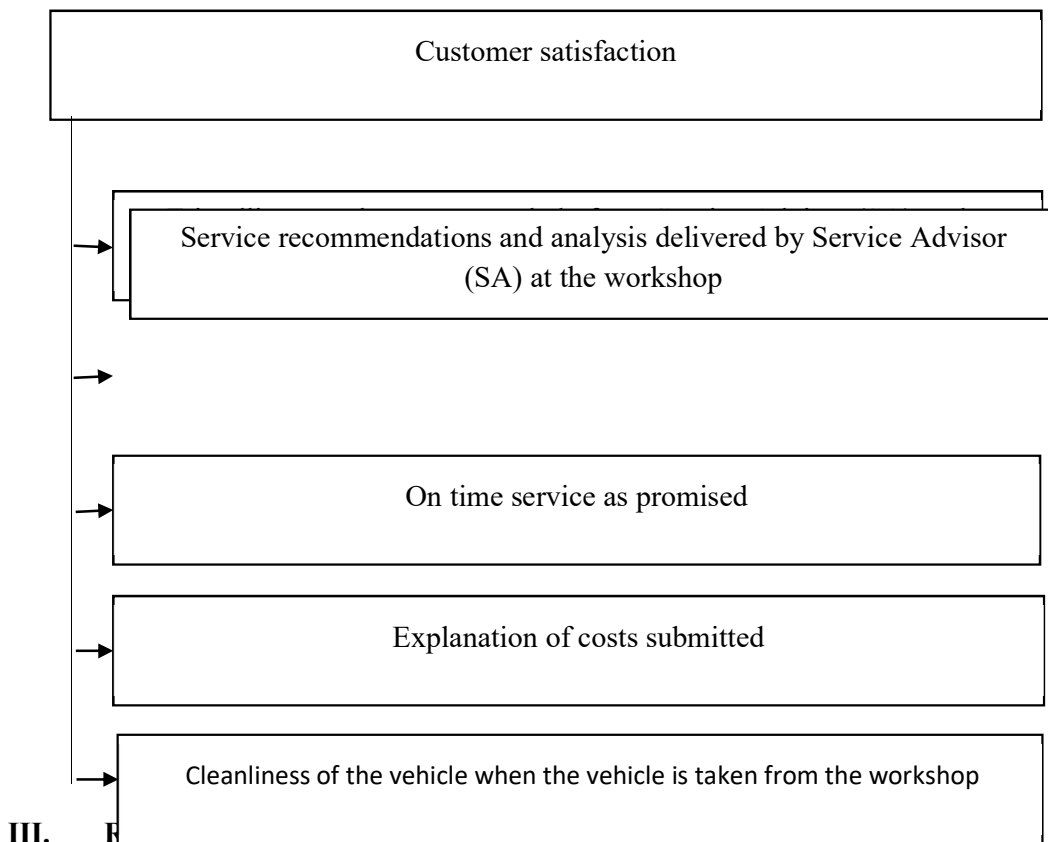
2.2. Definition of Marketing

According to Rangkuti (2013: 34) Marketing is an activity process that is influenced by various social, cultural, political, economic and managerial factors. As a result of the influence of these several factors, each individual or group gets their needs and wants by creating, offering, and exchanging products with commodity values. Saladin (2012: 52) defines marketing as "a total system of business activities designed to plan, determine prices, promote, and distribute goods that can satisfy desires and achieve company goals and objectives.

2.3. Customer satisfaction

KOtler (2012) states that satisfaction is a feeling of pleasure or disappointment in a person that comes from a comparison of his impressions of the performance or results of a product and his expectations. If the performance is below expectations, the customer is not satisfied. This can have a negative impact on the company, which can reduce the number of customers and cause customers to no longer be interested in using company services so that it will reduce company profits. Basically the goal of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, among others, a harmonious relationship between the company and its consumers, provide a good basis for repurchasing and the creation of customer loyalty and form a word-of-mouth recommendation that is beneficial for the company Tjiptono (2014). Customer satisfaction is a post-purchase evaluation where the chosen alternatives are at least the same or exceed customer expectations, while dissatisfaction arises if the results do not meet Engel's (2012) expectations.

2.2.   Research Conceptual Framework

2.4. To simplify this research, the following conceptual framework or research model is needed

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│                     Customer satisfaction                        │
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        │  Service Advisor (SA) at the workshop                    │
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    └──►│           On time service as promised                    │
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    └──►│         Explanation of costs submitted                   │
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    └──►│  Cleanliness of the vehicle when the vehicle is taken    │
        │  from the workshop                                       │
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III.   R

3.1. Research Strategy

Based on the objectives and form of the research conceptual framework, the strategy used in this research is descriptive research strategy-quantitative case studies, namely the type of research that combines quantitative research with qualitative research. The purpose of using this combined method is to provide clarity on the meaning of the research results. Quantitative analysis may not provide clarity of meaning, whereas from the aspect of research methodology, this research uses qualitative research. According to Bogdan and Taylor Moleong (2012: 4) qualitative methods are research that produces descriptive data in the form of written or spoken words from people or observable behavior. qualitative research for the case of this study is less able to provide numbers in the form of numbers, even though this research case requires the support of data in the form of these numbers

3.2.   Population and Sample

The general population in this study are all customers using service BMW Astra Sunter repair shop with more than 1 arrival which totaled 70 customers who came more than once to the Astra Sunter Workshop.

The sample is part or representative of the population under study or part of the object that represents. Arikunto in Riduwan (2014: 8) says that the sample ispartrepresentative of the population (part or representative of the population studied). The research sample is a portion of the population taken as a data source and can represent the entire population. This study uses a purposive sampling technique. According to Sugiyono (2017: 85), the purposive sampling technique means that the respondent (subject) is chosen deliberately with certain characteristics. The reason for using purposive sampling is because the selected sample is purposely determined based on the criteria determined by the researcher. The considerations made in this study are as follows:

1. Consumers at the time of the research were doing service more than once at a BMW car repair shop at PT. Astra International Tbk. BSO-Sunter
2. Consumers must be at least 18 years old.

Thus, the required sample size is 70 customers who come to BMW service more than once at the Astra Sunter Workshop. According to Sugiyono (2016: 220)In determining the sample unit (respondent) it is considered adequate if it has reached the level of "redundancy" (the data is saturated, plus the sample does not provide any new information), meaning that by using the next respondent it can be said that no more significant additional information is obtained.

3.3. Data Analysis Methods
3.3.1. Data Processing Methods

According to Sugiyono (2016: 244) data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing it into units, synthesizing, compiling into patterns, selecting which ones are important and what will be studied, and make conclusions so that they are easily learned by oneself and others. Miles and Huberman Sugiyono (2011: 91) stated that there are 3 steps in data analysis, namely data reduction, data display, and data verification.

1. Data reduction

According to Sugiyono (2016: 249) reducing data means summarizing, choosing main things, focusing on important things, looking for themes and patterns. So that the data that has been reduced will provide a clearer picture and make it easier for researchers to collect data. In the field notes, the data found are still chaotic which are not understood, then the researcher will reduce the data according to the categories needed in the study. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to carry out further data collection and search for it if necessary.

2. Data display

After the data is reduced, the next step in data analysis is displaying data or presenting data. Miles and Huberman in Sugiyono (2016: 249) state that what is most often used to present data in qualitative research is narrative text. By displaying the data, it will be easier to understand what happened, plan the next work based on what is understood. After the researcher is able to reduce the data into the categories needed in the study, the next step is to display the data sequentially so that the data can be understood. If the patterns found have been supported by data during the study, then the pattern has become a standard pattern that no longer changes.

3. Data verification

Miles and Huberman (Sugiyono, 2016: 252) state that the third step in qualitative data analysis is drawing conclusions and verification. Conclusions may be able to answer the formulation of the problem that was formulated from the beginning, but maybe not, because the problems formulated the problem are temporary and will develop after the person is in the field. If the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field of collecting data, then the conclusions put forward are credible conclusions.

4. The fourth step in qualitative analysis is validation and reliability testing. Researchers use triangulation techniques to test the credibility of the data which is done by checking data with the same source with different techniques. Data obtained by interview, then checked by observation, documentation, or questionnaire, Sugiyono (2016: 247).

If the three techniques for testing the credibility of the data produce different data, the researcher will conduct further discussions with the relevant data source or other, to ensure which data is considered correct. Or maybe everything is right, because the point of view is different.

IV.   RESULTS AND DISCUSSION
4.1.   Description of Research Object

PT Astra Internasional Tbk was founded in Jakarta in 1957 as a general trading company under the name Astra International Inc. In 1990, the name was changed to PT Astra International Tbk, in the context of the initial public offering of the Company's shares to the public, which was followed by the listing of the Company's shares on the Indonesia Stock Exchange using the ticker ASII. Astra's market capitalist value at the end of 2018 was IDR 333.0 trillion.

In accordance with the articles of association of the Company, the business activities that can be carried out by the Company include general trading, industry, mining, transportation, agriculture, construction, services and consulting. Until 2018, astra has developed its business by implementing a business model based on synergy and diversification in seven business segments, consisting of automotive, financial services, heavy construction and energy mining equipment, agribusiness, infrastructure and logistics, information technology and property.

With diverse businesses, Astra has grown to touch aspects of the nation's life through its products and services. In their daily lives, Indonesians use motorbikes and cars, toll roads, printers, to Astra's financing, banking and insurance services. Business actors partner with Astra to utilize a variety of commercial vehicles, heavy equipment, logistics services, information technology systems and mining services from Astra. The various products produced, including palm oil, coal and motorized vehicles, are continuously exported so that Astra can contribute in contributing foreign exchange to the country.

4.2.   Description of Research Results

The data in this study were collected through the interview method by distributing questionnaires to customers who service more than once at the BMW Astra Sunter Workshop. The total items in the statements in the questionnaire were 5 statements consisting of 1 statement item on service quality, 1 statement item on price, 1 statement item on emotional factors, 1 statement item on location, and 1 item on convenience questions. The total number of questionnaires distributed was 70 customers who performed service more than once at the BMW Astra Sunter workshop. The description of the research results is to explain the results of the research from the characteristics of the respondents and the results of the respondents' answers which can be tested through statistics, namely validation and reliability tests.

4.1.1.   Respondent Characteristics

From the results of research on customers at the BMW Astra Sunter Workshop, questionnaires were distributed as many as 70 customers who performed service more than once at the BMW Astra Sunter Workshop. When the research was conducted, the respondents came from various

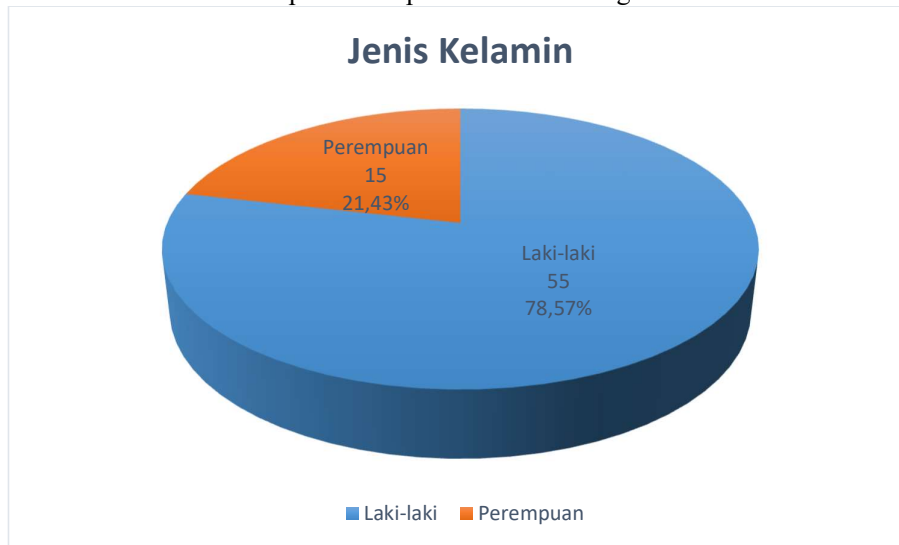Respondent characteristics determined by the author, including gender and age:

Table 4.1 Characteristics of Respondents Based on Gender

Gender	total	Percentage
Male	55	78.57%
Women	15	21.43%
Total	70	100%

Source: Data processed (2019)

Graph 4.1 Respondents based on gender

Based on the table and graph above, it shows that the gender of male respondents was 78.57% and female respondents were 21.43%. Respondents with female gender have greater accuracy with their vehicles than male respondents.

Table 4.2 Respondent Data Based on Age

Age	total	Percentage (%)
20-25	13	18.57%
26-35	19	27.14%
36-40	16	2%
40 and above	12	20%
Total	**70**	**100%**

Source: Data processed in 2019

Graph 4.2 Respondents by age
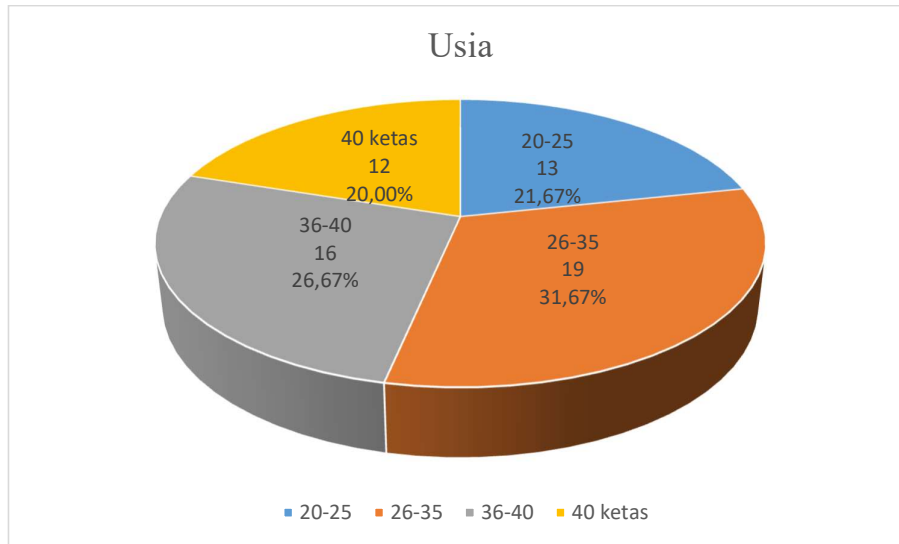
In this study, the number of respondents in the BMW Astra Sunter workshop was at most 26-35 years old at 27.14% and at least 20% aged 40 and over. Respondents with older age have a higher accuracy with their vehicles than respondents with younger age.

4.3. Data Description

The data in this study were obtained from interviews and field observations with a total of 70 customers. This amount is a saturation point for researchers in collecting data in the field. The indicators in this study are friendliness and willingness to help from advidsor service in the workshop, service recommendations and analysis delivered by advidsor service in the workshop, timeliness of service as promised, explanation of costs delivered and vehicle cleanliness taken from BMW Astra Sunter workshop.

4.3.1 Data Analysis of Friendliness And Desire To Help From Service Advisor (SA) Workshop

For the first indicator, namely friendliness and willingness to help from advidsor service in the workshop, it was submitted to 70 customer respondents who performed services at BMW Astra Sunter.
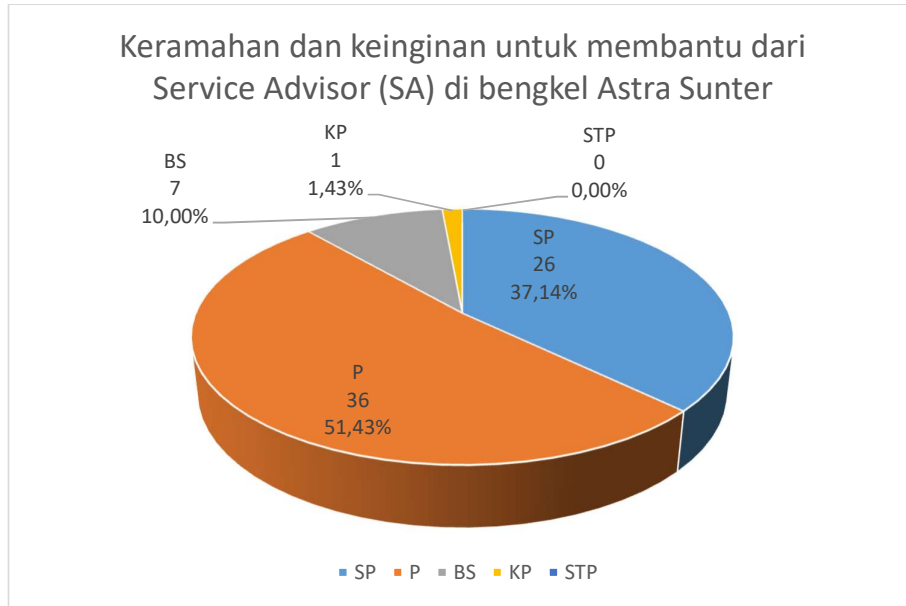
Table 4.3 Respondent Data

Friendliness and eagerness to help from Service Advisor (SA) at the workshop				
Score	very satisfied	satisfied	ordinary	less satisfied	very dissatisfied
Number of Voters	26	36	7	1	0
%	37.14	51.43	10	1.43	0

Graph 4.3 Respondent Data

Keramahan dan keinginan untuk membantu dari Service Advisor (SA) di bengkel Astra Sunter
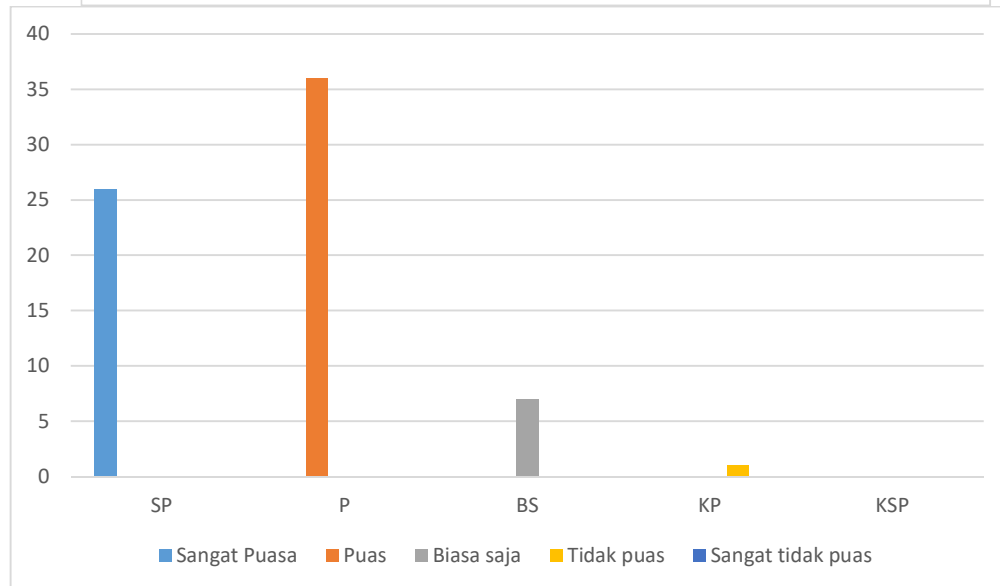
Based on the above tables and graphs, respondents who feel very satisfied and satisfied are 37.14% and 51.43%, while customers who feel normal and less satisfied are 10% and 1.43%, for customers who are very dissatisfied 0 or not there is.

**4.3.2 Data Analysis Explanation of Costs Delivered**

For the fourth indicator, namely the cost explanation submitted is submitted to 70 customer respondents who perform services at the BMW Astra Sunter.

Table 4.4 Respondent Data

Explanation of costs submitted					
Score	very satisfied	satisfied	ordinary	less satisfied	very dissatisfied

Number of Voters	31	33	5	1	0
%	44.29	47.14	7,14	1.43	0

Graph 4.4. Respondent Data
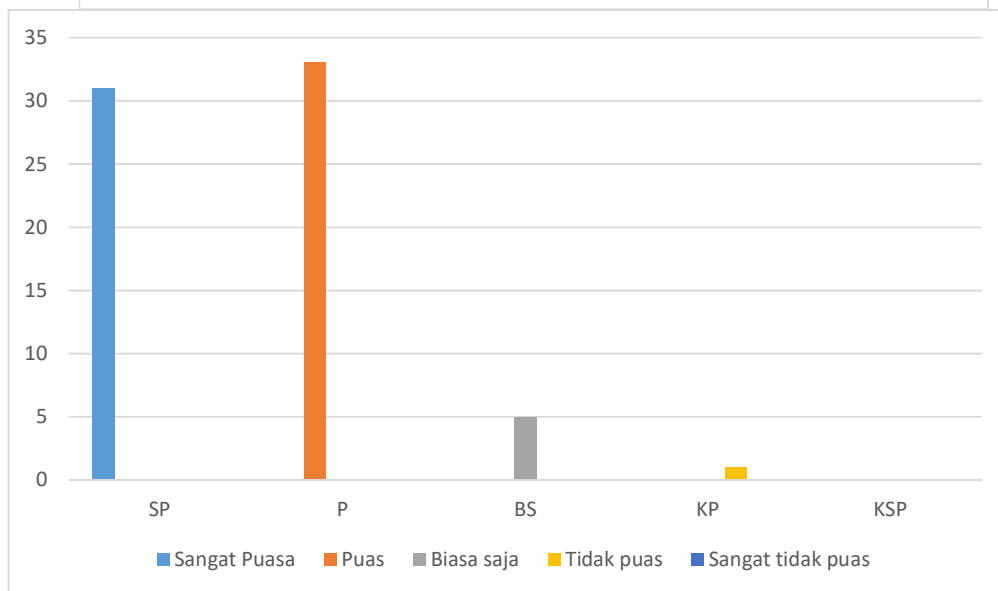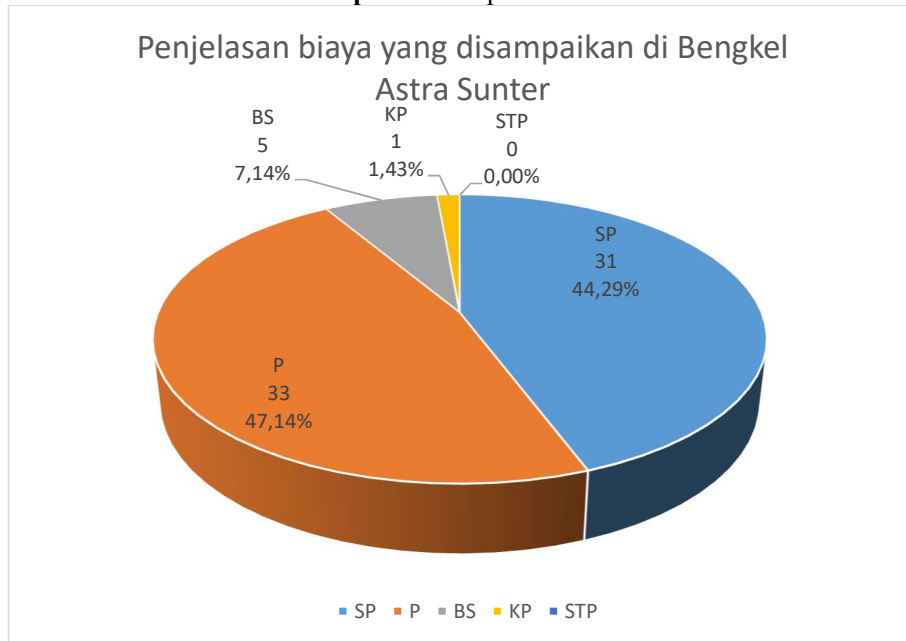
Based on the table above, respondents who felt very satisfied and satisfied were 44.29% and 47.14%, while respondents who felt normal and dissatisfied were 7.14% and 1.43%.

4.3.3 Data Analysis With Promised Service Timeliness

For the third indicator, namely the timeliness of service as promised was submitted to 70 customers who carry out services at the BMW Astra Sunter.

Table 4.5. Respondent Data

On time service as promised					
Score	very satisfied	satisfied	ordinary	less satisfied	very dissatisfied
Number of Voters	27	35	7	1	0
%	38.57	50	10	1.43	0

Graph 4.5. Respondent Data

Ketepatan waktu service dengan yang dijanjikan Bengkel BMW Astra Sunter
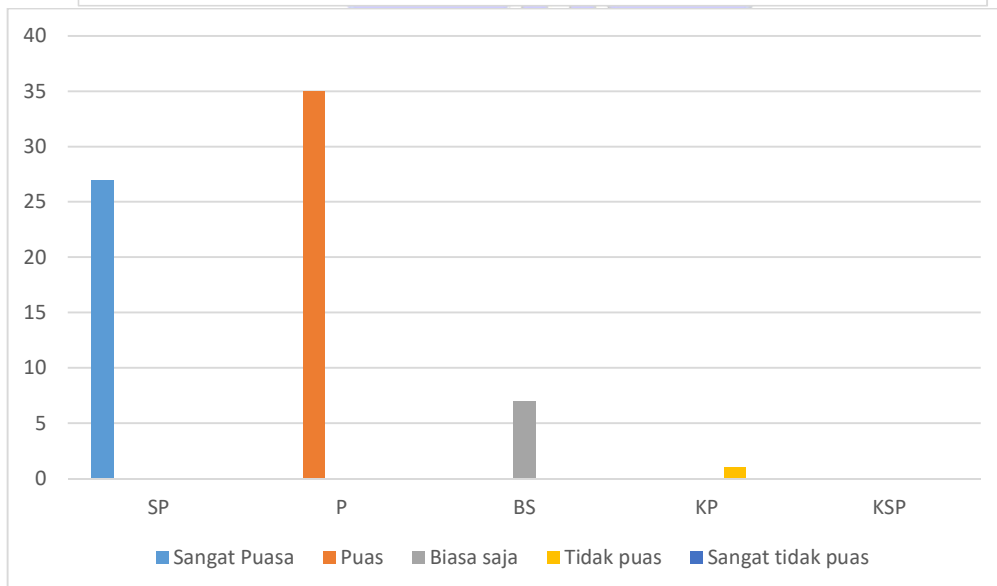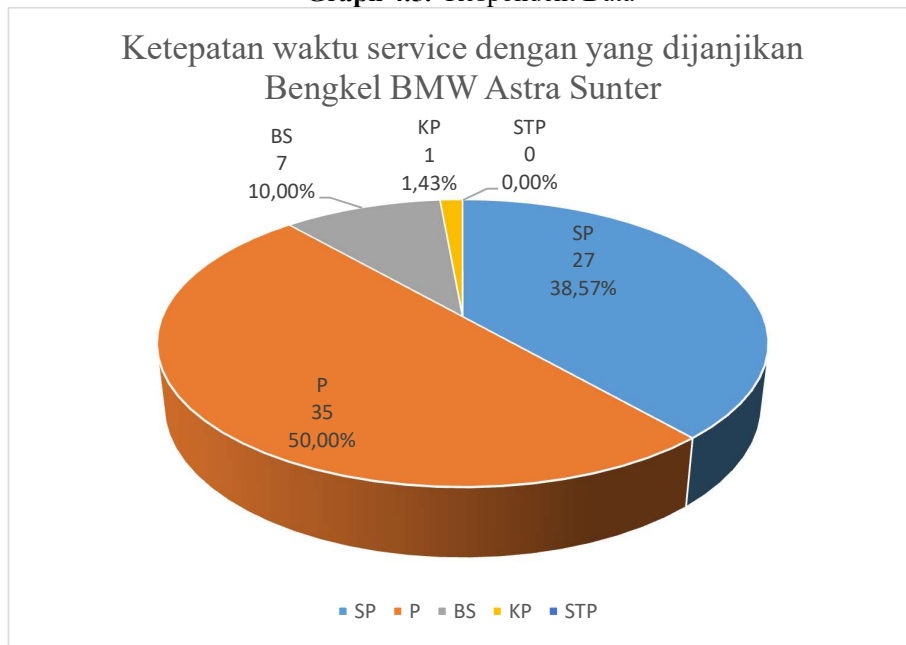
Based on the table and graph above, respondents who felt very satisfied and satisfied were 38.57% and 50%, while those who felt normal and less satisfied were 10% and 1.43%.

4.3.4 Analysis of Vehicle Cleanliness Data When Vehicles Are Taken From The Workshop

For indicators of vehicle cleanliness when the vehicle is picked up from the workshop, it is submitted to 70 customer respondents who perform services at the BMW Astra Sunter.
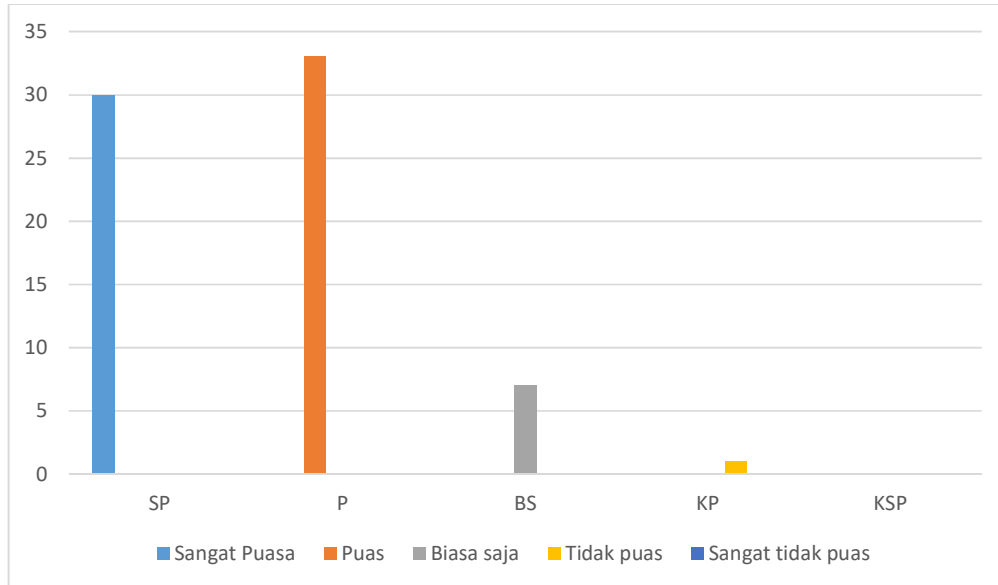
Table 4.6. Respondent Data

Clean the vehicle when the vehicle taken from the BMW Astra Sunter repair shop					
Score	very satisfied	Satisfied	ordinary	less satisfied	very dissatisfied
Number of Voters	30	33	7	0	0
%	42.86	47.14	10	0	0

Graph 4.6. Respondent Data
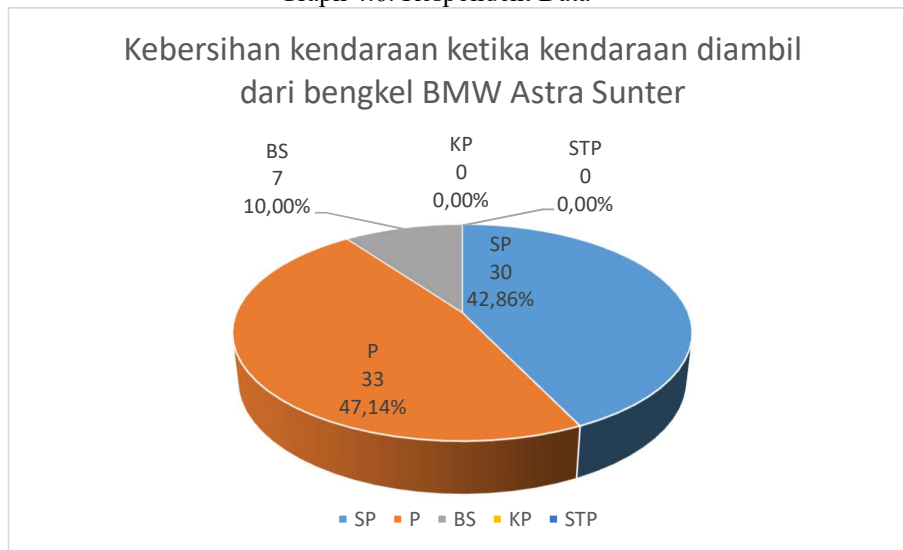
Based on the table and graph above, respondents who felt very satisfied and satisfied were 42.86% and 47.14%, while respondents who felt normal were 10%.
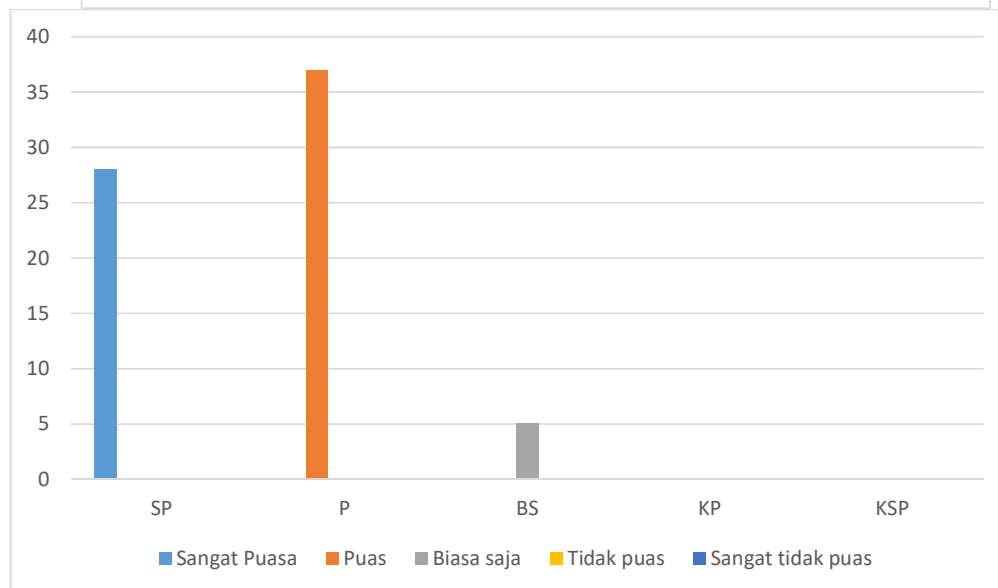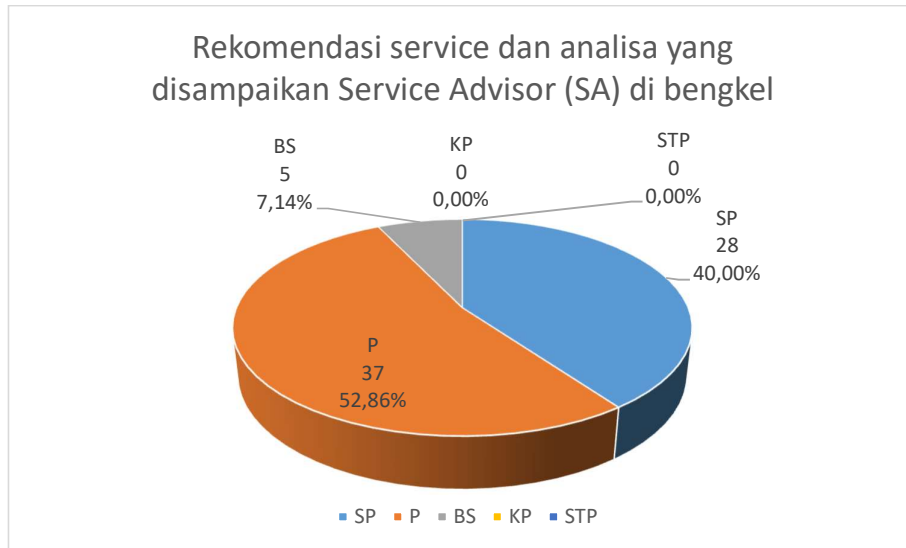
4.3.5 Service Recommendation Data Analysis and Analysis Delivered by Service Advisor (SA) at the Workshop

For the second indicator, service recommendations and analysis delivered by advidsor service in the workshop were submitted to 70 customer respondents who performed services at BMW Astra Sunter.

Table 4.7 Respondent Data

| Score	service recommendations and analysis delivered Service Advisor (SA) at Astra Sunter repair shop				
	very satisfied	satisfied	ordinary	less satisfied	very dissatisfied
Number of Voters	28	37	5	0	0
%	40	52.86	7,14		

Graph 4.7 Respondent Data

Based on the table and above, customers who feel very satisfied and satisfied are 40% and 52.86%, while those who feel normal are 7.14%.

4.3.6 Overall Data Analysis for Indicators

Table 4.8 Respondent Data

Indicator	SP	SP	BS	KP	STP
Friendliness and eagerness to help from the Service Advisor (SA) at the workshop	26	36	7	1	0
Service recommendations and analysis delivered by Service Advisor (SA) at the workshop	28	37	5	0	0
Promised timeliness of service	27	35	7	1	0
Explanation of costs submitted	31	33	5	1	0
Cleanliness of the vehicle when the vehicle is taken from the workshop	30	33	7	0	0

Graph 4.8 Respondent Data

Indikator-indikator kepuasan pelanggan
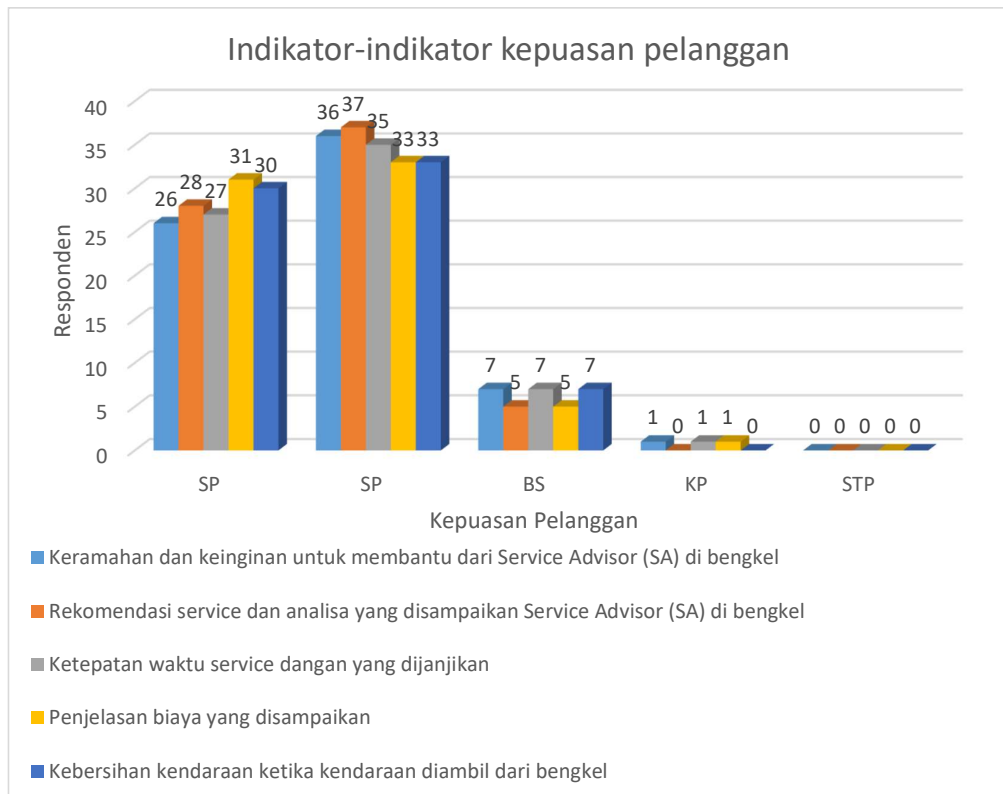
From the table and graph above, it can be seen that customers who are satisfied with the service at the BMW Astra Sunter repair shop occupy the first position in the assessment given by the respondent. In the second position that many respondents chose was feeling very satisfied with the services provided by the BMW Astra Sunter workshop. Far from being satisfied and very satisfied, in the third position most chosen by respondents, respondents feel normal about the services provided by the BMW Astra Sunter repair shop, while the feeling of dissatisfaction is only one respondent each who chooses it, namely the indicator of friendliness and the desire to help from Service Advisor (SA) at the repair shop, On time service as promised, and explanation of the costs delivered.

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

The conclusions in this study are to answer the problem formulations that have been compiled in the first chapter, including the following:

1. friendliness and willingness to help from Service Advisors (SA) at BMW repair shops amounted to 8 or 11.43% who felt less satisfied and just ordinary while the remaining 62 people or 88.57% of respondents felt satisfied and very satisfied.
2. The explanation of costs that was conveyed was very clear in the BMW repair shop totaling 6 people or 8.57% of respondents felt normal and unsatisfied, while the remaining 64 people or 91.43% were satisfied and very satisfied.
3. 8 people or 11.43% of the respondents feel normal and unsatisfied while the remaining 62 people or 88.57% of respondents feel satisfied and very satisfied.

4. The cleanliness of the vehicle when the vehicle was taken at the BMW workshop was 7 people or 10% of respondents who felt normal and the remaining 63 people or 90% of respondents were satisfied and very satisfied.
5. Service recommendations submitted by Service Advisors (SA) at BMW workshops are 5 or 7.14% of respondents who feel normal, while the remaining 65 people or 92.86% of respondents feel satisfied and very satisfied

5.2. Suggestion

Saran which can be given to the BMW Astra Snter workshop based on the results of the research that has been done, namely:

1. Party astra sunter BMW repair shop needs to maintain value for customer satisfaction, this can be seen from the assessment of respondents who answered more satisfied in each statement given.
2. Party astra sunter BMW repair shop can increase the number of consumers and keep existing customers from moving to another workshop or dealer, namely by maintaining and improving the quality of existing services, providing a clean, comfortable and tidy waiting room, improving services that have been implemented according to the vision , the mission, as well as the company motto, maximize service capacity again so as to shorten queuing time, the attitude of employees who are always courteous and professional to what is done, and the last one always provides an estimate of the correct time for the service so that customers do not feel disappointed because they feel like waiting a long time to use services at the BMW Astra Sunter repair shop.
3. The explanation of the cost delivered and the cleanliness of the vehicle when it is repaired gets the lowest score even though it is in the satisfied category, meaning that the BMW sunter repair shop must pay attention to this statement or provide more service to this factor so that customers will feel that they are always being cared for.

5.3. Research Limitations and Further Research Development

The limitations of this study are:

1. This study only took a sample of customers who service brought their own vehicles and were not carried by drivers or other messengers. The scope of sampling will be wider and the results will be different if the sample is not only the owner.
2. This study only examines customer satisfaction. There are still other factors that can influence buying interest, for example cultural, social, personal, and psychological variables of customers.
3. The limitations that exist in this study should be further refined for future researchers, for example by expanding the sample more, so that the results of subsequent studies can be generalized, besides that further research is expected to consider other variables that can affect customer satisfaction.

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