

**THE INFLUENCE OF SERVICE QUALITY
ON CONSUMER SATISFACTION OF HONDA MOTORCYCLES
IN PT. DAYA ANUGRAH MANDIRI PAREPARE**

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ABSTRACT

Study this conducted with destination namely (1) For knowing quality service take effect by Partial to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare. (2) For knowing service take effect by simultaneous to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare. Research results show that (1) Physical evidence (X_1) The test results show the value of $t = (-0.221)$ with score significance of $0.826 > 0.05$. (2). Reliability (X_2) The test results show the value of $t = (-0.530)$ with a significance value of $0.598 > 0.05$. (3). Responsiveness (X_3) The test results show the value of $t = 5.974$ with score significance of $0.000 > 0.05$. (4). Guarantee (X_4) The test results show the value of $t = 0.223$ with a significance value of $0.824 > 0.05$. (5). Empathy (X_5) The test results show the value of $t = 0.675$ with a significance value of $0.502 > 0.05$. (6). physical evidence, reliability, responsiveness, assurance and empathy have a positive and significant effect ($0.000 < 0.05$) simultaneously on consumer satisfaction. The results of the analysis of the value of R Square (R^2) is 0.594 or of 59.4% while the remaining 41.6% is explained by other factors that do not entered in the research model this.

Keywords: *evidence physical, reliability, power responsiveness, assurance, empathy, satisfaction consumer*

1. INTRODUCTION

Due to the rapid changes in technology, the impact of rapid changes in the world has forced producers and sellers to think hard in order to continue to exist in their world. This change is caused by various reasons, such as the rapid growth and development of technology. PT. Daya Anugrah Mandiri Parepare, which is engaged in the sale of Honda motorcycles, needs to pay attention to the services provided to its consumers, in order to make consumers satisfied with the services provided.

In the face of competition and the desire of consumers to get good service quality, at this time PT. Daya Anugrah Mandiri Parepare is required to be able to prioritize the quality of service to consumers by providing maximum service to consumers, for example if there are consumers who come they should be served immediately because it is a company strategy, with the implementation of good service quality, it is hoped that customer satisfaction will be achieved which of course will have an impact on the development of PT. Daya Anugrah Mandiri Parepare.

PT. Daya Anugrah Mandiri Parepare is or better known as Daya Motor, this company is an authorized Honda motorcycle and spare parts dealer. The company is located on Jalan Lahalede. The company is engaged in the sale of Honda motorcycles, and spare parts or spare parts, especially for Honda brand motorcycles, with types of sport motorbikes, duck motorbikes and automatic motorbikes with various types of brands.

**Table I Honda Motorcycle Sales
PT. Daya Anugrah Mandiri Parepare**

Year	Unit (year)
2017	960
2018	1.010
2019	1,213

Source: Sales data PT. DAM Parepare

Based on table I Honda motorcycle sales PT. Daya Anugrah Mandiri Parepare from 2017 to 2019 experienced enhancement from year to year. This thing caused consumers are made easier to view and search for product information offered, as well as make purchases of Honda motorcycles both in cash and credit. Where every

month the company's employees are targeted to make sales of 80 units, but it is possible to exceed or be less than the predetermined target. The achievement of the company's sales targets can also be caused by the services provided by company employees to prospective buyers. The better the service provided, the higher the level of purchase at the company. All efforts made to achieve quality and provide superior service are meaningless if there is no attempt to satisfy consumers.

From the description above it is clear that customer satisfaction is one of the important reasons for companies to be able to excel in the competition, especially for Honda motorcycle sales companies, this is where the importance of dealers to help meet consumer needs. So it is not wrong if the quality of service in a company must be the main focus in order to develop the company to achieve its goals.

Companies must know the factors that influence customer satisfaction in order to make improvements and innovations that are expected to increase customer satisfaction after making a purchase transaction for Honda motorcycles at PT. Daya Anugrah Mandiri Pare-pare.

2. THEORY OVERVIEW

2.1 Definition of Marketing

Marketing is Activities, series institutions, and processes for creating, communicating, delivering, and exchanging worth the offer for customers, clients, partners and society general.

According to Kotler (2008) is a social and managerial process by which individual and group get what are they need and want with create offer and free exchange value products and services with the other party". Definition according to Harper W (2000:4) that Marketing is "a social process that involves activities important that allows individuals and companies get what are they need and want through exchange with the other party and for develop connection exchange". Doing strategic plans that lead to fulfillment needs consumer through exchange with party another. According to Kotler and Keller (20012:5) Definition Marketing is a social and managerial process that makes individual nor group get what are they give and what they want with create, offer and free and exchange value products and services with the other party".

Mullins, Walker & Boyd in Fandy Tjiptono (2011:5) stated marketing is a social process that includes required activities for allow individuals and organizations get what are they need and want through exchange with the other party and for develop relation exchange continuous.

2.2 Marketing Concept

Definition according to Basu Swastha (2007:17) concept marketing is a philosophy business that states that gratification consumer is condition economic and social for continuity life company. Draft marketing based on view from outside to in. Draft this started with define a clear market focus on needs customer, mix all system activities that will influence customers and produce profit through gratification customer.

Kotler & Armstrong (2008:12), states draft marketing are: "Achievements target organization depends determination and need target market wants and delivery coveted satisfaction that more effective and efficient matched competitors. Draft Marketing According to Kotler & Keller (2009), includes: concepts production, concept sales, concept marketing, and concepts marketing holistic.

1. Draft production, focusing on emphasis cost production and improvement availability products and assumptions price cheap and intensive is base consideration main purchase.
2. Concept, focus on innovation products and assumptions characteristics, performance.
3. Superior quality is consideration main consumer in to do research.
4. Draft sales, focus on improvement sales and assumptions effort sales and promotion must more active and aggressive in skeleton influence consumers to do purchase.
5. Draft Marketing, focus on satisfaction customers and assumptions purchase and purchase repeat will conducted if customers (individuals) get satisfaction in purchase.
6. Draft Marketing Holistic, focused on marketing perspective and operate, and compete in environment marketing new and presumption development, design, and implementation of programs, processes and activities marketing that confess power and interdependence.

Four connection from marketing holistic are:

1. Marketing relationship, goal key marketing is develop deep and enduring relationships with people and organizations who can by direct nor no influence success activity marketing.

2. Marketing integrated aim plan activity integrated marketing and programs for create, communicate and deliver score to consumer.
3. Internal marketing aims build satisfaction customer with recruit, train and motivate capable employees serve customer.
4. Responsible marketing answer social aim set the needs, wants, and interests of the target market and submit desired satisfaction by effective and efficient compare competitor with method maintain well-being consumers and society.

From various definition marketing the could concluded that draft marketing is orientation company that emphasizes market needs and wants and so on Fulfill needs and wants the so that achieved level satisfaction consumers who exceed from satisfaction provided by competitors.

2.3 Definition of Service

Services are all activity or the benefits that can be offered one party to where is the other party? Activity or benefit that's in essence not form and not produce ownership whatever. Kotler & Armstrong (2008:266), based on definition service meant there is product service pure, there are also services/services and vice versa something service expanded with method add product physical on offer service, this show the more big dependency on information technology capable of give facility efficient cost, speed service, upgrade quality and consistency delivery service.

2.4 Service Quality

According to Fandy Tjiptono (2011:21), the definition of quality service is effort fulfillment accompanied by needs with desire consumer as well as accuracy method delivery in order to Fulfill hope and satisfaction consumer that. Parasuraman and Zetihmal (1990) suggest that quality service is size evaluation thorough on level something good service. According to Kotler (2011:98), quality service is activity or the benefits that can be given by a party to the other party which is basically no materialized and has no effect election something. Lehtinen in Fandy Tjiptono, (2016: 97) states that quality service generated in interaction Among consumers and elements in organization service. They use three term, i.e quality physique (*physical quality*), quality company (*corporate quality*) and quality interactive (*interactive quality*) related with personal contract.

Perception to quality service defined as evaluation thorough on superiority something services, while hope to quality service defined as confidence customer before try or buy something product, which is made. Based on from above understanding could said that quality services provided company is something work done in effort for could give satisfaction to its consumers.

2.5 Service Quality Factors

According to Kotler (2011: 103), the factors used for measure quality service there are five ways namely:

1. *Tangibles* or proof physical, that is ability something company in show existence on the side external.
2. *Reliability* or reliability, that is ability company for give service as promised by accurate and reliable.
3. *Responsiveness* or responsiveness, that is something will for help and give fast (responsive) and precise service to consumers. with the one who conveys clear information.
4. *Assurance* or guarantee certainty that is knowledge, courtesy compensation, and the ability of employees company for cultivate trust consumer to company.
5. *Empathy* that is give caring, sincere, and individual personal to consumer with strive understand desire consumers, where something company expected have something understanding and knowledge about consumers, understand needs consumer by specific, and have time convenient operation for consumers.

Pasuraman and Zetihmal (1990) state that there are five main factors of service quality, namely:

1. Appearance direct (*tangibles*), namely service appearance physique company to consumers which include facility physical, equipment, personnel, tools or equipment facility other services for necessity consumers;
2. Responsiveness (*responsiveness*), i.e reaction, loyalty and attitude responsive company to consumers consisting of from staff wishes for help consumers and provide service to power responsive.
3. Assurance, namely ability company give certainty that can cause believe self consumer to company where includes: knowledge, ability, courtesy and character could trusted to have employees.
4. Attention individual (*empathy*) that is service full heart from company to consumer in the form of individualized attention which includes convenience in to do relationship, good communication and understanding needs every consumers.
5. Reliability (*reliability*), namely level reliability provided company cover ability give promised service with immediately, accurately and can satisfying consumers.

In other words, there are two main factors that affect service quality, namely:

- a. *Expected service* (expected service);
- b. *Perceived service* (perceived service)

If service received or feel in accordance as expected, then quality service perceived good and satisfying. If the service received beyond hope consumer, then quality service perceived as ideal quality. On the contrary if service received more low from what to expect, then quality service perceived bad. With thereby good whether or not quality service depending on ability provider service in Fulfill hope the consumer by consistent.

If services received or perceived service is appropriate as expected, then quality service perceived good or satisfactory. If the service received beyond hope customer, then quality service perceived as ideal quality. On the contrary if quality service received more low than expected mom quality service perceived bad. With thereby good whether or not quality service depending on ability provider service in Fulfill hope consistent customers.

2.6 Dimensions of Service Quality

There are ten factor decisive main quality services of Parasuraman (1994) namely

1. *Reliability*
Covers du thing tree, that is consistency performance work) and ability for trustworthy (dependability). This thing means company give service by appropriate since moment first Apart from that it also means that company that fulfills promise, for example convey service in accordance agreed schedule.
2. *Responsiveness*
is will or readiness of employees for give required services customer.
3. *Competence*
It means everyone in something company have skills and knowledge needed to be able to give certain.
4. *Access*
Covers convenience for contacted and accepted.
5. *Courtesy*
Covers attitude polite polite, respect the attention and friendliness of the crack personnel (such as respostoperator telephone etc.)
6. *Communication*
It means give informant to customer in language that can they understand , and always listen to suggestions and complaints customer
7. *Credibility*
That is nature honest and able trusted
8. *Security*
That is safe from danger, risk, or doubts. Aspect this cover security by physical, security finance and confidentiality.
9. *Understanding/Knowing the Customer*
That is effort for understand needs customer
10. *Tangibles*
That is proof physique from service, can in the form of facility physical, equipment used, representation physique from service.

In development furthermore, in 1994, Parasuraman and colleagues (1994) determined that ten existing dimensions could summarized in five dimensions tree namely:

1. *Reliability (Reliability)*
That is ability give promised service with immediately, accurately, and satisfactorily
2. *Perception (Responsiveness)*
That is the wishes of the staff to help customers and provide service with responsive.
3. *Guarantee (Assurance)*
Includes knowledge, ability, courtesy, and character could trusted owned by the staff, free from danger, risk, or doubts.
4. *Empathy*
Covers convenience in to do relationship, good communication, caring personal, and understand customer needs.
5. *Direct Evidence (Tangibles)*
Covers facility physical, equipment, personnel, and facilities communication.

2.7 Service Quality Principles

According to Fandy Fandy Tjiptono (2011, 75-76). For create something style management and conducive environment for company service to use repair quality, company must capable Fulfill six principle main quality applicable service principle the include:

1. Strategy leadership
Quality service must is initiative and commitment and management peak management pinnacle hans lead company for increase performance quality without there is leadership from management peak, then effort for boost quality the breadth affected small to company.
2. Education
Required aspects get emphasis in education cover draft quality as a business strategy, abat and implementation of quality strategy and role executive in implementation of maritime strategy Priidikan this required for all personnel company.
3. Planning
Planning process strategic hun ckup measurement and purpose quality used in say company for reach His vision.
4. Review
The review process is one mechanism that guarantees existence constant and constant attention for reach destination ours.
5. Communication
Implementation statepi quiz regards organization received by the communication process in company Communicate and do with employee customers, suppliers, warlords share government, community general and others.
6. Awards and recognition (*Total Human Rewards*)
In an effort for increase motivation, work morale, pride and ownership everyone in organization, which in turn could give contribution big for company and share customers served so every outstanding employees good need given appreciated and appreciated on achievement that.

2.8 Strategy to Improve Service Quality

Many factors need considered in effort for increase quality service. The effort impact to culture organization by whole. According to Fandy Tjiptono (2011: 88-96). Factors the include:

1. Identify determinant main quality service
The first step necessary conducted in identify determinant main quality service is to do research, next is estimate the assessment given by the target market to companies and competitors based on determinant that. With Thing this could is known position relatively company in the eyes customer compared to competitors, so that company could focus effort enhancement quality on the determinant that.
2. Manage hope customer
One thing can made guidelines in thing this, namely "don't" promise what not can given, but give more than promised".
3. Manage proof (*Evidence*) quality service
Management proof quality service aim for strengthen perception customer during and after service given. Services are performance and not could feel as case goods, then customer tend notice related tangible facts with service as proof quality Proof of quality in company service cover all something to look at consumer as indicator "like what services provided" (*pre -sensical expectation*) and "such as" what services that have been accepted " (*post-service expectation*).
4. Educate consumer about service
In order convey quality service, help customer understand something service is very positive effort Educated customer will could take decision by more fine, so satisfaction they created more high.
5. Develop culture quality
Efforts to shape culture quality could conducted through development a coordinated program initiated from selection and development employees there are eight interrelated main programs related to use shape culture quality, that is:
 - a. Development.
 - b. Training management,
 - c. Planning resource human,
 - d. Performance Standards,
 - e. Development career,
 - f. Survey opinion,
 - g. Fair treatment.
 - h. Profit sharing

1. Create *automatic quality*
Automation could resolve variability quality services caused at least source power owned human. But before decide will to do automation, enterprise need to do study by carefully for determine need part automation. Need avoided automation that includes whole service.
2. Follow up service
Follow up service could help separate aspects necessary services improved.
3. Develop system information quality service
Information system quality service is something system that uses various type approach research by systematic for collect and distribute information quality service To use support taking decision.

2.9 Consumer Satisfaction

Basically destination something business is create satisfaction for consumers, so created satisfaction for consumers, so created satisfaction consumers who can give like create harmonious among consumers. Definition Satisfaction Consumer could is known through a number of author. According to Fandy Tjiptono (2011:36), Satisfaction or dissatisfaction consumer is the consumer's response to the evaluation of the perceived discrepancy after its use. So the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below hope, then consumer will disappointed and vice versa when in accordance hope so will arise satisfaction.

Engel (1990) in Fandy Tjiptono (1996), reveals that consumer satisfaction is a post-purchase evaluation where the chosen alternative at least gives the same result (outcome) as or exceeds consumer expectations, while dissatisfaction arises if the results obtained do not meet consumer expectations. According to Kotler and Keller (2012: 177), consumer satisfaction is a feeling of pleasure or disappointment someone who appears after compare product performance (outcome) thought to expected performance. According to Lupyoadi and Hamdani (2011:127), the factors that influence satisfaction consumer in determine satisfaction consumer There are five factors that must be noticed by the company namely:

- 1) Quality product, that is consumer will feel satisfied when results they show that the products they Use quality.
- 2) Quality service or services, namely consumer will feel satisfied when they get good service or in accordance with what is expected.
- 3) Emotions, that is consumer will feel proud and get confidence that other people will impressed to he when use product with brand certain who tend to have level more satisfaction high.
- 4) Price, that is products that have same quality but set relative price inexpensive will give more value tall to consumers.
- 5) Cost, that is consumers who do not need secrete cost addition or no need throw away time for get something product or service tend satisfied to product or service that.

According to Kotler (2011: 74), in evaluate satisfaction consumer could conducted with three method namely:

1. Delivered quality in accordance with what was promised.
2. Good service and deliver satisfaction for consumers.
3. Satisfaction for every consumers.

Satisfaction consumer as success future business according to Lupiyoadi (2001), is level feeling consumers who feel satisfied to the value provided by the product/service, the possibility will becomes consumer in a long time” consisting of from two kinds, namely:

1. Satisfaction functional is satisfaction obtained from function something product used.
2. Satisfaction psychological is satisfaction obtained from attributes that are no come true from something product (raise prestige, create image personal certain).

Based on the definitions above, it can be concluded that consumer satisfaction is a comparison between expectations and performance/results perceived by consumers.

2.10 Dimensions of Consumer Satisfaction

According to Kotler (1997: 36) in book marketing principles, that feeling happy or disappointed someone who appears after compare Among perception or response to performance results from expected product. Term satisfaction customer is action visible customers, related with product or service. Kotler (1997: 36) gives the meaning of satisfaction consumer that is level feeling somebody after compare performance (or result) which he feel compared with his hope. So tall satisfaction is function from difference Among perceived performance with his hope. If performance under hope, then consumer will disappointed. When performance in accordance with

hope, consumer will be satisfied. Whereas when performance exceeds hope, consumer will be very satisfied. Consumer expectations could be shaped by past experiences, comments from his relatives as well as appointments and information marketers and competitors. Satisfied customer will be loyal longer, less sensitive to price and give good comments about company.

2.11 Factors Affecting Consumer Satisfaction

According to Supranto (2007) the factors that influence consumer satisfaction include:

1. Product and service quality is knowledge perception and attitude consumer on attitude quality something product or services that can fulfill needs consumers (hope consumers).
2. Activity the sale consist from variable message, attitude and intermediary.
3. Service as well as sale consist from variable supporter like fantasy.
4. Values good company that score system declared by the company yourself and value no implied official from all action company that alone.

According to Zeithaml and Bitner (2003:87) there are several factors that affect customer satisfaction, including:

1. Product and service features. Satisfaction customer to product or service by significant affected by evaluation customer to feature product or service.
2. Customer emotions. Emotions can also influence perception customer to product or service. This emotion could stable, like state thought or feeling or satisfaction live. Thought or feeling customers (good mood or bad mood) can influence response customer to service.

Whereas according to Bhote, Keki R aspects that affect satisfaction consumers, namely:

1. *warranty costs*, a number of company in handle *warranty costs* product/service they conducted through percentage sales.
2. Handling to complain from customer.
3. *market share*, is things to do measured and related with performance company.
4. *Costs of poor quality*. This thing could worth satisfying when cost for customer defect could estimated.
5. *Industry reports*. There is many this type and industry reports.

2.12 Relationship between Service Quality and Consumer Satisfaction

The quality of services provided by the company in meeting consumer expectations in the form of the company's physical appearance, reliability, care and attention, responsiveness, and consumer assurance will be able to affect consumer satisfaction. This means that the better the quality of service provided by the company, the more satisfied consumers will be with the service. According to Irawan (2005) that many studies in the field of service quality and customer satisfaction have provided clear conclusions. The company's failure to provide services that meet consumer expectations 70 % is due to human factors, while technology and system factors only contribute about 30 %. Therefore, companies that seek to improve service quality by only focusing on technological change, will be disappointed in the end if they do not prepare other infrastructure that is more important, namely employee *attitude*.

Basically, consumer satisfaction and dissatisfaction with products or services affect subsequent behavior patterns. This is shown, the consumer after the purchase process. If the consumer is satisfied, then he will show the possibility of buying the same product again. Satisfied consumers also tend to give good references to other people's products. On the other hand, assuming dissatisfied consumers.

If customer satisfaction can be achieved, several benefits will be obtained, namely:

- 1) Connection Among companies and consumers Becomes Harmonious.
- 2) Push creation loyalty and loyalty consumer to services produced.
- 3) Shaping recommendation from mouth to favorable mouth company.
- 4) Reputation company becomes good for consumers.
- 5) Share and profit company will increase.

3. RESEARCH METHODS

Population in study this is really dominate problems, have data and are willing give data. By because that becomes population or respondent study is Whole Users / Consumers of Honda motorcycles at PT. Daya Anugrah Mandiri Parepare. What was learned from sample that, the conclusion will apply to the population. For that sample taken from population must true, true *representative* (represent).

In research this, take the sample uses the Roscoe approach, then the number of sample members is at least 10 times the number of variables studied. The number of variables (independent + dependent) in this study were 6, so the number of samples needed = $10 \times 6 = 60$ respondents. Techniques used in taking The sample for this study using *incidental sampling* is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source.

4. RESULTS AND ANALYSIS

In part this will served description object data description study for support analysis quantitative and provide picture. With decipher characteristics respondents who become sample in study this so will could is known to what extent are the characteristics respondent in study this. Because of that's description characteristics respondent in study this could grouped becomes a number of group namely: type gender, occupation, education who bought the Honda motorcycle at PT. Daya Anugerah Mandiri Parepare Branch.

Discussion in study this aim for knowing influencing factors buying decision at PT. Daya Anugerah Mandiri Parepare Branch, where in to do study this set as big as 60 customers who made as respondents. Where from 60 questionnaires which shared to respondent so all questionnaire has returned and everything could processed more continued, because of that's will served description identity respondents who can outlined as following:

Table 3
Characteristics of Respondents by Gender

No	Gender	Amount	Percentage
1	Man	33	55%
2	Woman	27	45%
Total		60	100%

Source: Customer Data PT. Daya Anugerah Mandiri Parepare Branch

From the table above, the characteristics of respondents are based on gender, so from 60 respondents who became the sample in this study. Based on the gender group, there are 33 men or 55% and women 27 people or 45% of Honda motorcycle consumers. From the data above, it can be concluded that the buyers of Honda motorcycles at PT. Daya Anugerah Mandiri Parepare Branch is dominated by male buyers

Table 4
Characteristics of Respondents Based on Occupation

No	Work	Amount	Percentage
1	Student/Student	20	33%
2	Self-employed	17	28%
3	PNS/TNI/POLRI	23	39%
Total		60	100%

Source: Customer Data PT. Daya Anugerah Mandiri Parepare Branch

Based on the table above, it appears that of the 60 respondents who bought Honda motorcycles, 23 were dominated by civil servants/TNI/POLRI or 39%. And followed by students as many as 20 respondents or 33% of the total number of respondents and 17 Honda motorcycle buyers or 28% of people who are entrepreneurs.

Table 5
Characteristics of Respondents Based on Education

No	Work	Amount	Percentage
1	SMA/SMK	16	27%
2	Diploma 3 (D3)	13	22%
3	Bachelor degree)	23	38%
4	Master (S2)	8	13%
Total		60	100%

Source: Customer Data PT. Daya Anugerah Mandiri Parepare Branch

Based on table 4 above could is known that level education Honda motorcycle consumers at PT. Power of Grace Mandiri Parepare Branch, with see from level education the most is, SMA/SMK as many as 16 people or 27% later Diploma 3 (D3) level as many as 13 people or 22%, S1 or strata one as many as 23 people or 38%, and S2 or Masters as many as 8 people or 13%.

4.1 Hypothesis test

4.1.1 Validity test

Validity is Degrees accuracy/feasibility instrument used for measure what will be measured as well as the extent of the instrument the operate function measurement his destination from the validity test knowing the extent to which the accuracy and precision something instrument measurement in to do function measure it. So that the data obtained can relevant / appropriate with destination holding measurement that.

Validity used in this study is with the *moment product correlation* test or more known with name *pearson correlation*. Study this use all sample a number of $(n) = 60$, then big $df = 60 - 2 = 58$. Where $\alpha = 0.05$ then obtained r table of 0.254. Following is results Validity data processing with using SPSS 20 on the variable Leadership under this;

Table 6
Variable Validation Analysis Physical evidence (X_1)

Item Number	Total Item Correlation (r count)	r table	Information
X1.1	0.693	0.254	Valid
X1.2	0.760	0.254	Valid
X1.3	0.680	0.254	Valid
X1.4	0.652	0.254	Valid

Source: Validation Analysis

Based on table 6 above, it shows that all statements in the physical evidence variable (X_1) are valid. It can be seen that the value of the *Pearson correlation* (r count) for each statement item is greater than the value of r table with a significance level for all statement items at a level less than 0.05. Furthermore, the validation analysis on the Reliability variable (X_2) can be seen in the table 7 below:

Table 7
Analysis of Reliability Variable Validation (X_2)

Item Number	Total Item Correlation (r count)	r table	Information
X2.1	0.662	0.254	Valid
X2.2	0.740	0.254	Valid
X2.3	0.659	0.254	Valid
X2.4	0.758	0.254	Valid

Source: Validation Analysis

Based on table 7 above, it shows that all statements in the Reliability variable (X_2) are valid. It can be seen that the value of the *Pearson correlation* (r count) for each statement item is greater than the value of r table with a significance level for all statement items at a level less than 0.05. Furthermore, the validation analysis on the Responsiveness variable (X_3) can be seen in Fig. table 8 below:

Table 8
Analysis of Responsiveness Variable Validation (X_3)

Item Number	Total Item Correlation (r count)	r table	Information
X3.1	0.783	0.254	Valid
X3.2	0.829	0.254	Valid
X3.3	0.921	0.254	Valid
X3.4	0.753	0.254	Valid

Source: Validation Analysis

Based on table 8 above, it shows that all statements in the Responsiveness variable (X_3) are valid. It can be seen that the value of the *Pearson correlation* (r count) for each statement item is greater than the value of r table with a significance level for all statement items at a level less than 0.05. Furthermore, the validation analysis on the guarantee variable (X_4) can be seen in the table 9 below.

Table 9
Assurance Variable Validation Analysis (X_4)

Item Number	Total Item Correlation (r count)	r table	Information
X4.1	0.681	0.254	Valid
X4.2	0.786	0.254	Valid
X4.3	0.828	0.254	Valid
X4.4	0.809	0.254	Valid

Source: Validation Analysis

Based on table 9 above, it shows that all statements in the guarantee variable (X₄) are valid. It can be seen that the value of the *Pearson correlation* (r count) for each statement item is greater than the value of r table with a significance level for all statement items at a level less than 0.05. Furthermore, the validation analysis on the empathy variable (X₅) can be seen in the table 10 below

Table 10
Empathy Variable Validation Analysis (X₅)

Item Number	Total Item Correlation (r count)	r table	Information
X5.1	0.780	0.254	Valid
X5.2	0.873	0.254	Valid
X5.3	0.868	0.254	Valid
X5.4	0.898	0.254	Valid

Source: Validation Analysis

Based on table 10 above, it shows that all statements in the empathy variable (X₅) are valid. It can be seen that the value of the *Pearson correlation* (r count) for each statement item is greater than the value of r table with a significance level for all statement items at a level less than 0.05. Furthermore, the validation analysis on the consumer satisfaction variable (Y) can be seen in the table 11 below

Table 11
Validation Analysis of Consumer Satisfaction Variables (Y)

Item Number	Total Item Correlation (r count)	r table	Information
Y1.1	0.875	0.254	Valid
Y1.2	0.862	0.254	Valid
Y1.3	0.792	0.254	Valid
Y1.4	0.771	0.254	Valid

Source: Validation Analysis

Based on table 11 above show that whole statement in variable Satisfaction consumer (Y) is valid. This thing seen that score *pearson correlation* (r count) each statement item more big from value of r table with level significance for all statement items at higher level small of 0.05.

4.1.2 Reliability Test

Reliability pointing to a definition that instrument used in study for get information used could trusted as tool data collection and able uncover real information in the field. Purpose of reliability test is for evaluate consistency in objects and data, whether the instrument used several times for measure the same object, will produce the same data.

Table 12
Results of Research Variable Reliability Analysis

Variable	Cronbach Alpha	Reliability Category
Physical evidence (X ₁)	0.629	High
Reliability (X ₂)	0.661	High
Responsiveness (X ₃)	0.841	Very high
Guarantee (X ₄)	0.772	High
Empathy (X ₅)	0.877	Very high
Consumer Satisfaction (Y)	0.842	Very high

Source: Reliability Analysis

Based on table 12 above could seen in the Physical Evidence variable (X_1) the value of cronbach alpha of 0.629 including in category reliability height, variable Reliability (X_2) value cronbach alpha of 0.661 including in category reliability high, variable Responsiveness (X_3) value cronbach alpha of 0.841 including in category very high reliability, variable guarantee (X_4) value cronbach alpha of 0.772 including in category reliability height, variable empathy (X_5) value cronbach alpha of 0.877 including in category very high reliability and variable satisfaction consumer (Y) value cronbach alpha of 0.842 including in category very high reliability.

4.1.3 Partial Test (t Test)

Partial test (t test) basically show how much far influence one variable independent individually in explain variation variable independent. T test results can seen in table 12 below this:

Table 13
Partial Hypothesis Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	5.041	1,985		2,539	0.014	
1	X1.5	-,022	,098	-,023	-,221	,826
	X2.5	-,082	,155	-,073	-,530	,598
	X3.5	,687	,115	,758	5,974	,000
	X4.5	0.027	,121	0.025	,223	,824
	X5.5	,091	,135	,089	,675	,502

a. Dependent Variable: Y5

Source: Hypothesis Testing Analysis

Based on the results of the partial test (t test) above, it can be seen in table 13 that the coefficient value for the variable:

1. Physical evidence (X_1),

The test results obtained the value of t for the variable Evidence i physical (X_1) shows the value of $t_{count} (-0.221) < t_{table} 2,004$ with a significance value of $0.826 > 0.05$. With a significance value above 0.05, it shows that the evidence physique (X_1) has no significant effect on satisfaction consumers. This means H_0 received. and the direction of the negative regression coefficient means that the evidence physique no have an influence on satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

2. Reliability (X_2)

Reliability variable (X_2) shows the value of $t_{count} (-0.530) < t_{table} 2.004$ with a significance value of $0.598 > 0.05$. With a significance value above 0.05, it shows that the reliability (X_2) has no significant effect on satisfaction consumers. This means H_0 received, and the direction of the negative regression coefficient means that the reliability no have an influence on satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

3. Responsiveness (X_3)

The test results obtained the value of t for the Responsiveness variable (X_3) shows the value of $t_{count} 5,974 > t_{table} 2,004$ with a significance value of $0.000 > 0.05$. With a significance value below 0.05, it indicates that the Responsiveness (X_3) has a significant effect on satisfaction consumers. This means H_0 rejected. And the direction of the positive regression coefficient means that the responsiveness has a high influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

4. Guarantee (X_4)

The test results obtained the value of t for the guarantee variable (X_4) shows the value of $t_{count} 0.223 < t_{table} 2.004$ with a significance value of $0.824 > 0.05$. With a significance value above 0.05, it shows that the guarantee (X_4) has a significant effect not significant to satisfaction consumers. This means H_0 accepted. And the direction of the positive regression coefficient means that guarantee has low impact to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

5. Empathy (X_5)

The test results obtained the value of t for the empathy variable (X_5) shows the value of $t_{count} 0.675 < t_{table} 2.004$ with a significance value of $0.502 > 0.05$. With a significance value above 0.05, it shows that empathy (X_5) has a significant effect not significant to satisfaction consumers. This means that H_0 is

accepted. And the direction of the positive regression coefficient means that empathy has a low effect to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

4.1.4 Simultaneous Test (F Test)

The F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. The results of this F-Test calculation can be seen in the following table:

Table 14
Simultaneous Hypothesis Test
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	142.587	5	28,517	15.808	,000 ^b
1 Residual	97,413	54	1,804		
Total	240,000	59			

a. Dependent Variable: Y5

b. Predictors: (Constant), X5.5, X1.5, X4.5, X3.5, X2.5

From table 14 above could seen that F count (*F- Statistics*) of 15,808 more big from F table which is 2.39 with score probability 0.000 which means under score significant 0.05. Based on these data where H_0 rejected and H_1 accepted which means variable independent that is proof physical (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4) and empathy (X_5) simultaneously (together) have influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

4.2 Multiple Linear Analysis

Multiple linear regression analysis is basically to estimate and or predict the population mean or the values of the dependent variable based on the known value of the independent variable. This analysis is used to determine the relationship between the independent/independent variable and the dependent/bound variable. The results of the multiple linear regression analysis can be seen in table 15 below;

Table 15
Multiple Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.041	1,985		2,539	0.014
1 X1.5	-,022	,098	-,023	-,221	,826
X2.5	-,082	,155	-,073	-,530	,598
X3.5	,687	,115	,758	5,974	,000
X4.5	0.027	,121	0.025	,223	,824
X5.5	,091	,135	,089	,675	,502

a. Dependent Variable: Y5

Source: Hypothesis Testing Analysis

Based on calculation with SPSS program assistance using Full Model Regression is obtained equality the regression is as following :

$$Y = 5.041 + (-0.022) X_1 + (-0.082) X_2 + 0.687 X_3 + 0.027 X_4 + 0.091 X_5$$

Equality above regression there is score β_0 or score constant of 5.041. This thing show that if variable independent considered constant, then influencing factors satisfaction consumers at PT. Daya Anugrah Mandiri Parepare is of 5,041 which indicates positive effect on quality service received consumers.

Coefficient Regression proof physical (X_1) of (-0.022) and marked negative meaning _ that proof physical (X_1) have low influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare with assumption that other variables considered constant.

Coefficient Regression reliability (X_2) of (-0.082) and marked negative meaning that reliability (X_2) have low influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare with assumption that other variables considered constant.

Coefficient Regression Responsiveness (X_3) of 0.687 and marked positive meaning that The Responsiveness variable (X_3) has high influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare with assumption that other variables considered constant.

Coefficient Regression Guarantee (X_4) of 0.027 and marked positive ones means that variable guarantee (X_4) has high influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare with assumption that other variables considered constant.

Coefficient Regression empathy (X_5) is 0.091 and marked positive ones means that variable empathy (X_5) has high influence to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare with assumption that other variables considered constant. The results of the multiple regression above show that the independent variables are Responsiveness, Assurance, Empathy has a positive effect on the dependent variable, namely Satisfaction Consumers. While the evidence variable physical, reliability negative effect on Satisfaction consumers. Where every increase that occurs in the independent variable will also be followed by an increase in the dependent variable.

4.3 Coefficient of Determination

The coefficient of determination (R^2) in principle measures how far the ability of a model to explain the variation of the dependent variable. R^2 has a weakness, where to reduce these weaknesses, an adjusted coefficient of determination is used, namely, R Square (R^2).

Table 16
Determination Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771 ^a	,594	,557	1.343

a. Predictors: (Constant), X5.5, X1.5, X4.5, X3.5, X2.5

Source: Hypothesis Testing Analysis

Table 16 above is where study this use coefficient the determination that has been customized or normal called *R Square e* (R^2). The results of the above analysis is known that score *R Square e* (R^2) the is 0.594 which means that variable independent that is quality service (proof physicality, reliability, responsiveness, assurance and empathy) capable explain variable dependent that is satisfaction consumer of 59.4% while the rest by 41.6 % is explained by other factors that are not entered in the research model this.

4.4 Discussion

In general, this study shows poor results satisfying. The results of the descriptive analysis show that the quality of services provided by PT. Daya Anugrah Mandiri Parepare is generally not good. This can be shown from the number of satisfaction responses low consumers of respondents to the conditions of each research variable. From these results, it is found that the service quality variable in its five dimensions has a positive or negative and significant or insignificant influence on Honda motorcycle consumer satisfaction. This is because with the provision of services that are of less quality, it does not create satisfaction in consumers. So later could reduce interest buy consumers in the company the especially on the type of motor or researched product.

The results showed that the physical evidence variable (*tangible*) (X_1) has a negative influence will not significant to satisfaction consumers. These results provide empirical evidence that physical evidence from service providers is indicated by equipment, adequate facilities, employee appearance and a large parking area. Of all that can be used as an assessment by consumers who feel no satisfied with the services provided by PT. Daya Anugrah Mandiri Parepare in Honda motorcycle purchase.

The results show that the reliability variable (X_2) has a negative effect will not significant to satisfaction consumers. These results provide empirical evidence that the reliability of service providers as indicated by service maximum, precise and accurate, sympathetic to consumers and comply promise in service. Reliability

employee in give service to consumer rated still not enough so that give impression not enough satisfied to the services provided by PT. Daya Anugrah Mandiri Parepare in purchase of Honda motorcycles.

The results showed that the power variable responsiveness (X_3) has a positive and significant effect on satisfaction consumers. These results provide empirical evidence that power responsive in Thing give complete information to consumer, complete fast and accurate problems and services as well as help difficulty consumers. Responsiveness employee in give service to consumer need maintained and made advantages of PT. Daya Anugrah Mandiri Parepare in serve consumer for purchase of Honda motorcycles.

The results show that the assurance variable (X_4) has a positive and insignificant effect on satisfaction consumers. These results provide an illustration that the guarantee in thing answer question and give confidence to consumers, polite and friendly, service in trusted transaction give good impression and necessary improved on consumers PT. Daya Anugrah Mandiri Parepare.

The results show that the empathy variable (X_5) has a positive and insignificant effect on satisfaction consumers. These results illustrate that the need for understand desire consumers and provide attention as well as value consumer will with alone give good impression and necessary upgraded in connection with services provided employee to consumer PT. Daya Anugrah Mandiri Parepare.

5. CONCLUSIONS

Based on the results of the research and discussion that have been stated in the previous chapter, conclusions can be drawn based on the hypotheses that have been set in this study:

1. Physical evidence (X_1) Test results show value of $t = (-0.221)$ with score significance of $0.826 > 0.05$. With score the show that proof physical (X_1) has influence that is not significant to satisfaction consumers.
2. Reliability (X_2) Test results show value of $t = (-0.530)$ with score significance of $0.598 > 0.05$. With score the show that reliability (X_2) has influence that is not significant to satisfaction consumers.
3. Responsiveness (X_3). Test results show value of $t = 5.974$ with score significance of $0.000 > 0.05$. With score the show that power response (X_3) has positive and significant influence to satisfaction consumers.
4. Guarantee (X_4) Test results show value of $t = 0.223$ with score significance of $0.824 > 0.05$. With score the show that guarantee (X_4) has positive and negative influence significant to satisfaction consumers.
5. Empathy (X_5) Test results show value of $t = 0.675$ with score significance of $0.502 > 0.05$. With score the show that empathy (X_5) has positive and negative influence significant to satisfaction consumers.
6. Proof physical, reliability, responsiveness, assurance and empathy take effect positive and significant ($0.000 < 0.05$) in simultaneous to to satisfaction Honda motorcycle consumers at PT. Daya Anugrah Mandiri Parepare.

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