

**THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT
PT. HADJI KALLA TOYOTA ALAUDDIN BRANCH MAKASSAR CITY****Nurul Hikmah Nirwan¹⁾, Aulia²⁾, Sherry Edelia Natsir Kalla³⁾**Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar
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nurulhikmahnirwan10@gmail.com¹⁾, aulia@unismuh.ac.id²⁾, sherryadelia@unismuh.ac.id³⁾**Abstrak**

The research is aimed at describing: Testing the Effect of Service Quality on Customer Satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City. The population in this research is consumers at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City, totaling 1,400 consumers, used the Slovin formula to determine the number of samples, namely 93 respondents. It is known that the significant value in this research is the influence of service quality (X) on consumer satisfaction (Y) of $0.001 < 0.05$, and the calculated value is $18,593 > \text{table value } 1,986$. The type of data used in this research is quantitative. obtained from questionnaires distributed to respondents. In this research, the data sources used in data collection include primary data and secondary data. The research instrument used in this research used the Likert Scale method. Based on the results of research using statistical calculations through the Statistical Package for the Social Science (SPSS) version 29 application regarding the influence of service quality on consumer satisfaction, it shows that service quality has a positive and significant effect on consumer satisfaction.

Keywords: service quality, consumer satisfaction**INTRODUCTION**

The development of the automotive industry market is of great interest to entrepreneurs and most investors, with the emergence of many new car brands which indicates that the competitive automotive industry is in the best position. This competition will make automotive companies more effective in carrying out their business strategies by providing good quality service. So that business continuity can be run and can also continue to grow. Service quality is an activity or action carried out by a company to achieve consumer satisfaction.

Service quality is a factor that influences the level of consumer satisfaction. Service quality is defined as consumers' assessment of overall reliability and service. says that quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Apart from that, service quality is defined as a factor in creating company success. cashmere, (2017).

In Indonesia there are several car sales companies including PT. Hadji Kalla Toyota, which provides various new car brands in 2023, including: Rush, Avansa, Calya, Raize, Fortuner Gr Sport and others. In 2023, Kalla Toyota will succeed in increasing sales of its products. Kalla Toyota recorded car sales reaching 10,500 units in its marketing area which includes South Sulawesi, West Sulawesi, Southeast Sulawesi and Central Sulawesi in Semester I/2023. This figure grew 5 percent compared to the same period in the previous year. Sales in the first half of this year were dominated by Rush at 23 percent of total sales. Then there is

Calya at 17 percent and Avansa at 15 percent. Marketing General Manager of Kalla Toyota Suliadin said, based on these achievements, Kalla Toyota has sold at least 48 percent of their target throughout 2023 which reached 22,000 units. From these data it can be concluded that PT. Hadji Kalla has succeeded in providing consumer satisfaction with the products offered.

Consumer satisfaction is the level of someone's feelings after comparing the results obtained with their expectations. If the results exceed expectations it will create a feeling of satisfaction and conversely if the results do not match expectations then they will feel disappointed. (Kotler 2001 in Hasibuan 2021). The realization of consumer satisfaction can provide several benefits, namely the relationship between business actors and consumers becomes harmonious and can build consumer loyalty so that it is profitable for the company. There are several factors that can provide satisfaction to consumers, one of which is service quality. According to Suradi et al., (2019) the success of a company is determined by its ability to demonstrate the quality of service provided to consumers.

According to Ningrat AT (2021) service quality is an effort to meet consumer needs and desires as well as delivery to balance consumer expectations. The form of service also has a big influence on building the company's image in providing satisfaction and comfort to consumers, both consumer comfort in enjoying product knowledge and consumer comfort regarding after-sales service.

PT. Hadji Kalla Toyota has several branches in South Sulawesi, one of which is in Alauddin, Makassar City. Realizing the importance of services that can increase consumer satisfaction, PT. Hadji Kalla Alauddin Branch as the official Toyota dealer takes a meaningful approach to customer satisfaction so that total assets can always increase and be maintained not only to obtain maximum profits but also to maintain the company's good name in the eyes of consumers.

RESEARCH METHODS

The type of research used in this research, namely the quantitative approach according to Sugiyono (2014), the definition of quantitative research methods can be understood as research methods that are based on a fact or event, used to conduct research on a population or on a certain sample, collecting data using research tools, data analysis is quantitative/statistical, the aim is to test the hypothesis that has been established (Kurniawan 2019). This research will be conducted at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City, JL. Sultan Alauddin No. 76, District. Rappocini, Kab. Makassar, Prov. South Sulawesi. The time used in this research is 2 months, namely January 4 – March 4 2024.

RESULT AND DISCUSSION

A. Research Result

1. Reliability Test

Table 1. Reliability Test

No.	Variable	Cronbach's Alpha	Reliability Standards	Information
1.	<i>Service Quality</i>	0,937	0.60	Reliable
2.	Consumer Satisfaction	0,892	0.60	Reliable

Source: Results of data processing IBM SPSS Statistics, 2023

Based on the results of the analysis in the table above, it can be seen that the reliability coefficient for the service quality variable is 0.937, and the consumer satisfaction variable is 0.892, which indicates that these three variables can be declared reliable because the reliability coefficient is > 0.6 .

2. Partial Test

Table 2. t Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-370	.909		.409	.683
	<i>service quality</i>	.404	.022	.890	.18.593	0.000

a. *Dependent Variable:* Consumer Satisfaction

Source: Results of data processing IBM SPSS Statistics , 2023

Known sig value. for the influence of service quality (X) on consumer satisfaction (Y) is $0.001 < 0.05$ and the calculated value is $18.593 > \text{table } 1.986$, so it can be concluded that service quality (X) has a positive and significant effect on consumer satisfaction (Y). Thus it can be concluded that Hypothesis 1 is accepted.

3. Determination Test

The coefficient of determination (R^2) aims to measure the ability of the independent variable to explain the dependent variable. The results of the determination test (R^2) can be seen in the following image:

Table 3. Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 ^a	.792	.1.294	.2.093
<i>a. Predictors: (Constant), service quality</i>				

Source: Results of data processing IBM SPSS Statistics, 2023

Based on the table above, the coefficient of determination or Adjusted R Square is 0.792, which means the model describes the facts by 79.2%. This value shows that service quality (X) contributes or influences consumer satisfaction (Y) by 79.2%. Meanwhile, the remaining 100% - 79.2% = 20.8% is due to limitations of measuring instruments and researchers' errors in uncovering facts.

B. Discussion

This research was conducted to explain the influence of service quality on customer satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City. Based on the results of the research conducted, the research discussion is as follows:

1. The Influence of Service Quality on Customer Satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City

Based on the results of testing and data processing, all statements in the questionnaire show that service quality has a positive and significant effect on consumer satisfaction. This is proven by the results of the multiple linear regression test in the image which shows the service quality coefficient value is positive at 0.903. A positive variable means that if the service quality variable increases, the consumer satisfaction variable will also increase. Service quality has also been proven to have a significant positive influence on consumer satisfaction. This is evident from the service quality table which has a sig t test value. of 0.001, the tcount value is 18.593 and ttable is 1.986.

The results of the tests that have been carried out conclude that service quality has a positive and significant effect on customer satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City. The results of this research are in accordance with research conducted by (jalaluddin.J.2021) entitled "The Influence of Service Quality on Consumer Satisfaction at PT. Bina Sejahtera Bangun Persada Serang Banten". The results of this research show that consumer satisfaction will arise or increase if the company provides maximum service.

Based on the results of previous tests and research, it can be explained that service quality has a positive and significant effect on consumer satisfaction. This is due to the quality of the products at PT. Hadji Kalla Toyota attracts consumers because it offers a very good brand and quality. Consumer PT. Hadji Kalla Toyota has an assessment that the products at PT. Hadji Kalla Toyota has various types of products, brands, modern functions and quality, this makes consumers feel satisfied with PT. Hadji Kalla Toyota Alauddin Branch so that consumer expectations are fulfilled.

CONCLUSION

This research aims to determine the effect of product diversity and service quality on consumer satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City. Based on the results of research and discussion regarding Service Quality on Customer Satisfaction at PT. Hadji Kalla Toyota Alauddin Branch Makassar City as follows:

1. Service quality has a positive and significant effect on customer satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City. This means that the better the quality of service, the greater consumer satisfaction will be. So it can be concluded that the service quality variable has a positive and significant effect on customer satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City.
2. Based on the results of the t test for the service quality variable, the hypothesis H_a is accepted so it can be concluded that service quality simultaneously has a significant effect on consumer satisfaction at PT. Hadji Kalla Toyota Alauddin Branch, Makassar City.
3. Based on the R-Square coefficient of determination obtained, the service quality variable (X) is able to explain the consumer satisfaction variable (Y) or practically it can be said that the contribution of the service quality variable (X) to consumer satisfaction (Y) is influenced or explained by other variables that are not researched.

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