

Analysis of Percentage Frequency Distribution Towards Satisfaction from Users of Honda Motorcycles

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ABSTRAK

Honda telah menjadi market leader yang tidak pernah tergeseer dari posisinya sebagai top leader di pabrikan sepeda motor yang memiliki penjualan tinggi. Namun, dalam beberapa tahun terakhir posisi Honda digeser oleh Yamaha. Tujuan penelitian ini yaitu menganalisis distribusi persentase frekuensi terhadap kepuasan penggunaan sepeda motor honda. Jenis penelitian ini termasuk penelitian eksperimen berupa eksperimen semu. Penelitian ini menggunakan metode deskriptif dengan pendekatan survey dan menggunakan teknik random sampling. Survei dalam penelitian ini dilakukan melalui teknik pengumpulan informasi dengan menyusun daftar pertanyaan (kuesioner) untuk diajukan kepada responden. Jumlah sampel yang digunakan yaitu 57 responden dengan tingkat kesalahan 10%. Teknik analisis data yang digunakan yaitu analisis deskriptif kuantitatif. Hasil penelitian yaitu Kepuasan pengguna sepeda motor pada diler Tunas Jaya Abadi Motor Palangka Raya dilihat dari dimensi kualitas produk diketahui pengguna lebih tertarik pada indikator desain sepeda motor Honda yang menarik. Dari dimensi harga diketahui sebagian besar pengguna puas. Untuk harga yang di pasarkan di diler Tunas Jaya Abadi Motor Palangka Raya. Dari dimensi kualitas pelayanan pengguna cukup puas dengan pelayanan di diler Armada Tunas Jaya Abad. Dari dimensi faktor emosional diketahui pengguna puas dengan pelayanan di diler Tunas Jaya Abadi Motor. disimpulkan bahwa persentase distribusi frekuensi berpengaruh signifikan terhadap kepuasan pengguna sepeda motor Honda Tunas Jaya.

ABSTRACT

Honda has become a market leader that has never been displaced from its position as the top leader in a motorcycle manufacturer with high sales. However, in recent years Honda's position has been shifted by Yamaha. The purpose of this study is to analyze the distribution of the percentage of frequency on the satisfaction of using a Honda motorcycle. This type of research includes experimental research in the form of quasi-experiments. This study uses a descriptive method with a survey approach and uses a random sampling technique. The survey in this study was conducted through information gathering techniques by compiling a list of questions (questionnaires) to be submitted to respondents. The number of samples used is 57 respondents, with an error rate of 10%. The data analysis technique used is quantitative descriptive analysis. The study results are motorcycle user satisfaction at the Tunas Jaya Abadi Motor Palangka Raya dealer, seen from the product quality dimension. It is known that users are more interested in attractive Honda motorcycle design indicators. From the price dimension, it is known that most of the users are satisfied. For the price marketed at the Tunas Jaya Abadi Motor Palangka Raya dealer. From the dimension of service quality, users are pretty satisfied with the service at the Fleet Tunas Jaya Abad dealer. From the emotional factor dimension, it is known that users are satisfied with the service at the Tunas Jaya Abadi Motor dealer. Concluded that the frequency distribution percentage significantly affects the satisfaction of Honda Tunas Jaya motorcycle users.

1. INTRODUCTION

Nowadays, motorcycle is the main transportation relied by people in Palangka Raya, not only the upper middle class but also lower class have these two-wheeled vehicles as personal vehicles. In Palangka Raya, the number of public transportations is limited, so, people use motorbikes as private vehicles. A great demand of motorbikes is triggered by its convenience and support daily activities (Budiyanto &

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Darmawan, 2018; N. Fatmawati & Soliha, 2017). It is easy to get the fuel and the price also affordable, which is only Rp. 10,000 per liter and enough for daily transportation (Kurniaty, 2017; Kusdarwati & Hartono, 2016). Today, transportation becomes an essential need. Comparing with public transportation, most people prefer to use personal transportation, especially motorbikes to support their daily activities. Motorcycles are a practical and agile transportation and can be used to get through traffic jams. Along with the intense competition, a good distribution strategy is needed to obtain customer satisfaction. Consumer satisfaction can be a realization that the company expects to provide some form of service to its customers (Lis & Neßler, 2014; Rizqiana & Kusumastuti, 2021; Santoso & Alawiyah, 2021).

PT Astra Honda Motor (AHM) is a pioneer in the motorcycle industry in Indonesia. It was founded on June 11, 1971, and has created various types of motorcycles under the Honda brand. No wonder the Honda brand has become the "Top of Mina" in Indonesian society. Honda has been a market leader that has never been displaced from its position as the top leader in the motorcycle manufacturer which has high sales. However, in recent years Honda's position has been shifted by Yamaha, which is increasingly aggressive in advertising and releasing several motorcycle brands that are widely interest by people. Considering that its position has begun to be overtaken by Yamaha, Honda began to make significant improvements, which can be seen from advertising in various media today. Learning about the success of its competitor, Yamaha, which is able to target young people, Honda is currently also doing the same thing by targeting young people, both from advertisements and models of motorcycles produced for their own promotional activities. PT Astra Honda Motor (AHM) carries the theme "One Heart" which has now become one of the company's slogans, as well as to strengthen the corporate brand image campaign and also introduce the company added value which is reflected in products and technology. Product quality is one of the factors that consumers consider before buying a product (Curzi et al., 2020; Erlangga et al., 2021; Juariah & Azhar, 2016). Quality is determined by the usage and functions, includes durability, independence from other products or other components, comfort, outer appearance (color, shape, packaging, etc) (Piveteau & Smagghue, 2019; Zhao et al., 2021).

The quality of Honda products is known as an economical motorcycle, a high-quality engine and durable spare parts. The design of Honda motorcycle products is arguably an attractive and innovative model (N. Fatmawati & Soliha, 2017; Sari, 2017). Continuous innovations to fulfill the consumers' expectation could attract consumers to buy products that they consider to be in accordance with their expectation (Rahmanie et al., 2010; Sudarno & Utomo, 2014). There are three factors that influence consumer behavior. First, stimulation, which indicates the acceptance of information by consumers and information processing occurs when consumers evaluate information from advertising, friends or from their own experiences. Second, personal characteristics of consumers including perceptions, attitudes, benefits and consumer characteristics (demography, personality, lifestyle) (Liu & Zhang, 2021; Petcharat & Leelasantitham, 2021). Last, consumer response is the final result of the consumer decision process and a thorough consideration of all the factors above. The purchase decision positive and significant effect on price (Laurens et al., 2019; Medina et al., 2020). Nowadays, consumers are very careful in spending their money. They should consider many things when choosing a product (Cruz-Cárdenas et al., 2019; Muniady et al., 2014). There are many kinds of products offered in market to customers which cause a huge bargaining power. Thus, company give higher attention to customer satisfaction. In order to win the competition, the company must be able to provide satisfaction to its customers. Consumer satisfaction is the feelings level after comparing the performance (or results) compared to his expectations. If the performance exceeds expectations, they will feel satisfied and vice versa if the performance does not match expectations, they will be disappointed. The level of customer satisfaction is highly dependent on the quality of a product or service, therefore, it is necessary to analyze the frequency distribution or grouping to get customer satisfaction. The grouping of data in question is the dimensions of product quality, price dimensions, service quality dimensions, emotional factors dimensions, and cost and convenience dimensions (Agarwal et al., 2021; Vemula et al., 2021).

A high competition between company, trigger the management provide higher value to its customers. Competitiveness will be superior if it focuses on consumers (Ahmedova, 2015; Fatmawati, 2014). This value can be explained by providing high product quality, affordable prices, and the goods in accordance with customers' expectation (Bhawsar & Chattopadhyay, 2015; Purba et al., 2020). Besides products, employee performance also plays an important role in pursuing customers to make repeat purchases. Good employee performance could create customer satisfaction (Indiyaningsih et al., 2020; Yulianti & Tahir, 2019). After the customer satisfied with the product, customers also consider price and employee performance in purchase products. When customers satisfied with it, they will offer and promote to friends, family and other people around them to purchases at the same place. Customers must consider every aspect in purchasing a product, namely the benefits that they can gain and costs that they should spend, effort that they should give and whether the employees are also kind, friendly and has good

performance during transactions. Because good employees have a positive and significant effect on customer satisfaction (Kurniawaty et al., 2019; Wibowo & Darmastuti, 2012).

The promotional mix of Honda motorcycles that most influence the purchase intention of the product is the advertising component (Tristiana & Mashariono, 2016; Wirakanda & Ayu, 2021). Promotional activities carried out by PT Astra Honda Motor has the main theme of "One Heart" which has now become one of the company's innovations, as well as to strengthen the corporate brand image campaign and also introduce the company added value which is reflected in products and technology both from advertisements and model of the One Hearts motorcycle. Is this able to increase the number of sales and the level of satisfaction of Honda motorcycle users. This situation triggers the author to research more deeply about the satisfaction of Honda motorcycle users, taking into account the frequency percentage distribution. Therefore, the purpose of this study is to analyze the percentage of Honda motorcycle distribution to the satisfaction of its users in the city of Palangka Raya.

2. METHODS

This research is quantitative research, quantitative research methods can be interpreted as research methods based on a particular population or sample, sampling techniques are generally carried out randomly. In this study, the authors used quantitative research methods. namely research that starts from data collection, interpretation, and appearance of the results, many are required to use numbers. This type of research includes experimental research in the form of quasi-experiments because it is not a pure experiment but like pure. Quantitative research methods can be interpreted as a research method based on the philosophy of positivism, used to research on a particular population or sample, sampling technique generally done randomly, data collection using research instrument, data analysis is quantitative/statistical, with the aim of to test the established hypothesis (Sugiyono, 2017).

This study used a descriptive method with a survey approach and using random sampling technique. The data was obtained through questionnaires which were distributed to respondents, namely motorcycle users with the Honda brand. The survey in this study was carried out through information collection techniques by compiling a list of questions (questionnaires) to be submitted to respondents. Surveys can be useful for descriptive purposes, assist in comparing existing conditions with predetermined criteria, and also assist in carrying out evaluations. Based on the explanation above, the researcher used a sample using the Slovin formula, which was determined by the author with the percentage of inaccuracy was 10%. Samples in this study were men and women from various backgrounds and ages. The number of samples is often expressed in sample size. If the number of populations is huge, it is impossible for the researcher to study all the population, so samples can be taken from the population. The sample size was calculated by using the Slovin formula and obtained 57 respondents with an error rate of 10%. The collection technique in this research, the authors collect data using a questionnaire, namely by asking or making a list of questions addressed to respondents. Then it was analyzed descriptively, associative analysis, and tested the validity and reliability of the instrument to get the results you want to know.

3. RESULTS AND DISCUSSIONS

Results

As has been stated in the formulation of the research problem, namely to determine Satisfaction Level of Honda Motorcycle Users at the Tunas Jaya Abadi Dealer, Palangka Raya. Satisfaction is the level of feeling that described by a person as results of a comparison between the performance of products/services that they have received and expected (Kotler, 2008). To increase the satisfaction of Honda motorcycle users at the Tunas Jaya Abadi Dealer, Palangka Raya, employees must be able to provide good service and also entertain the users so they feel like at home and comfortable to serve at there. In addition, the products offered by Honda Tunas Jaya Palangka Raya have been able to attract consumers to buy their products (Juariah & Azhar, 2016). The product quality factor has the most dominant influence on consumer satisfaction for Honda motorcycles. This is in line with what happened at the Honda Tunas Jaya dealer where product quality is a trigger for consumer satisfaction, so that the percentage of product distribution carried out by Honda can be said to be able to meet the needs of its consumers. This can be seen from the results of data analysis that is processed, namely the percentage of very satisfied, namely 23%, satisfied 46%, quite satisfied 28%, less satisfied 1%, dissatisfied 2%.

Before going further, the author will convey the findings on the consumer characteristics of the Tunas Jaya Abadi fleet dealer, based on the results of processing data obtained through questionnaires, it can be seen that the characteristics of consumers are divided into several types. Based on gender, age and

length of time consumers become customers of Honda motorcycles. Based on the gender of the 57 respondents using Honda motorcycles, there are 32% male users and 68% female. Furthermore, users based on age found that the age of users at the Tunas Jaya Abadi Fleet Dealer was 69% 20-25 years old, 26-30 years old as much as 12%, and 19% over 31 years old. While the length of time a user has become a customer found that users who are customers who use Honda motorcycles are more than or equal to 2 years as much as 43%, and less than 2 years as much as 25%.

In this study, the users assessed the acceptance and suitability of consumer expectations for a product or service at the dealer to measure user satisfaction. If the users' expectations for the product/service provided are appropriate, the users will be satisfied. These results indicate that this research is relevant to the theory that customer satisfaction is a fulfillment of expectations, customers can be said to be satisfied with the product or service if the customer's expectations for the product/service provided are appropriate and even exceeds their expectations (Tjiptono, 2013).

Furthermore, on the price dimension, the findings show that the percentage is very satisfied 9%, satisfied 41%, quite satisfied 49%, less satisfied -, dissatisfied 1%. From the processed data, it is found that the percentage of the price dimension also provides sufficient satisfaction to consumers. Satisfied consumers will produce loyal customers, and loyal consumers will generate profits for the company. The increasing demand for two-wheeled motorized vehicles is an opportunity that is continuously considered to win the existing market competition (Muhammad Irawan Noor, 2020). Customer loyalty is the key to win the automotive competition. In the service quality dimension, it is known that the percentage is very satisfied 12%, satisfied 42%, quite satisfied 42%, less satisfied 2%, dissatisfied 2%. From the results of the processed data, it was found that the percentage of the dimensions of customer service quality was quite satisfied. Good service quality is very important in creating customer satisfaction, but to understand how to evaluate the quality received by consumers is not easy (Munawaroh, 2009).

The findings from the results of research at Honda Tunas Jaya dealers are employees who always provide patient and friendly service to consumers. However, another thing that can disappoint consumers is when consumers expect to get a discount or installment discount and this cannot be provided by the company. However, in general, the authors observed that during carrying out the research the services provided were quite good and this was evidenced by the percentage of processed data results. In the dimension of emotional factors, it is known that the percentage is very satisfied 12%, satisfied 45%, quite satisfied 41%, dissatisfied 2%, dissatisfied, in this study it can be seen that users are satisfied with the results of services performed by Honda Tunas Jaya dealers. Service quality has a significant effect on customer satisfaction (Achsa & Wibisono, 2021). Based on data of users' satisfaction that had been processed, it shows that Cost and convenience dimension got the highest level (53%) in the "Satisfied" column. The value shows the understanding that consumers were satisfied with the convenience of services, transactions/payments, in obtaining cost details at the Tunas Jaya Abadi Dealer, Palangka Raya. Thus, it is concluded that the Cost and Convenience dimension have a positive and significant effect on the User Satisfaction variable at Tunas Jaya Abadi Dealer Users in Palangka Raya.

Discussion

As has been stated in the formulation of the research problem, namely wanting to know the Satisfaction Level of Honda Motorcycle Users at the Tunas Jaya Abadi Fleet Dealer, Palangka Raya. To answer these problems, the way to increase the satisfaction of Honda motorcycle users at the Tunas Jaya Abadi Fleet Dealer Palangka Raya is that employees can provide good service to users and also make users feel at home and comfortable to serve there. The same thing was also conveyed simultaneously the dimensions of service quality affect customer satisfaction (Putranto et al., 2019; Santoso & Alawiyah, 2021). Service quality, promotion, and after-sales service have a significant joint effect on customer/consumer satisfaction (Phoebby Ruusen et al., 2014; Sinha & Verma, 2020). Therefore, consumer satisfaction needs to be maintained because it will have an influence on consumer loyalty (Lis & Neßler, 2014; Saporso & Jesfer, 2010). In addition, the product and brand image of Honda motorcycles also have a significant influence on consumer purchasing decisions (Natajaya, 2017). In addition to product attributes, dimensions of quality, labels, and aesthetics of Honda motorcycles also have a positive and significant effect on customer loyalty, because that there is a difference in consumer satisfaction for Honda motorcycles with consumer satisfaction for Yamaha motorcycles in body design, therefore company management should pay more attention to the product so that it can be improved again so that the results affect customer satisfaction (Saina et al., 2021; Tuju et al., 2018). The increasingly affordable selling price of Honda motorcycles and good product quality also have an influence on consumer satisfaction (Tristiana & Mashariono, 2016). In addition to standard operating procedures (SOPs) for services, namely reliability, responsiveness, assurance, empathy, and tangible effect on kepp consumer

satisfaction, it is these elements that need to be considered so that they can provide satisfaction to customers (Mukti, 2017; Rumansara et al., 2015).

In this study, the user assesses the extent to which the acceptance and suitability of consumer expectations for a product or service at the Honda Palangka Raya Dealer is to measure user satisfaction, and as a result the user's expectations for the product/service provided are appropriate, the more likely the user is to be satisfied. These results indicate that this research is relevant to the theory that customer satisfaction is a fulfillment of expectations, the quality of service that is considered good by customers certainly benefits the company (Purba et al., 2020; Sumitro & Soekotjo, 2018). Without the quality of service, the results of customer satisfaction will be less good (Armaniah et al., 2019; Insyroh & Setyowati, 2018). The contribution of product quality can also explain consumer satisfaction, dimensions of service quality also have a dominant influence on consumer satisfaction (Loekito et al., 2017; Rahman et al., 2020). Therefore, quality improvement needs to be done in order to avoid low quality of the product (Amalia, 2012; Rizka, 2019). The influence of service quality on consumer satisfaction was also found to be positive by (Dinsar, 2020). In addition, the results showed that customer satisfaction had a significant effect on willingness to pay, and waiters and emotional quality simultaneously had a significant effect on sales volume (Idris, 2019; Rizqiana & Kusumastuti, 2021). Service quality had an influence on consumer satisfaction. Customers can be said to be satisfied with the product or service if the customer's expectations for the product/service provided are in accordance with and even exceeding their expectations, the quality of service and good facilities affects consumer satisfaction (Achsa & Wibisono, 2020; Marsih, 2019).

Based on the results of data that has been processed, the level of user satisfaction can be seen that the highest is in the Cost and Ease 53% dimension in the "Satisfied" column. The value obtained shows the understanding that consumers are satisfied with the ease of obtaining services, the ease of transactions/payments, the ease of obtaining cost details at the Tunas Jaya Abadi Fleet Dealer, Palangka Raya. Thus, it is concluded that the dimensions of Cost and Ease have a positive and significant effect on the User Satisfaction variable at Tunas Jaya Abadi Fleet Dealer Users in Palangka Raya. This shows some similarities with the results of other studies conducted by different researchers but shows similar results that customer satisfaction can be built and maintained either by distributing goods to customers properly, or with adequate service. The latest from this research is that distribution also has a positive influence on consumer satisfaction, especially in the city of Palangka Raya.

4. CONCLUSION

The satisfaction of motorbike users at the Tunas Jaya Abadi Motor dealer in Palangka Raya, seen from the product quality dimension, it is known that users are more interested in attractive Honda motorcycle design indicators, from the price dimension it is known that most of the users are satisfied. To the prices marketed at the Tunas Jaya Abadi Motor dealer in Palangka Raya, from the service quality dimension that users are quite satisfied with the services at the Tunas Jaya Abadi Fleet Dealer, from the emotional factor dimension it is known that users are satisfied with the service results at the Tunas Jaya Abadi Motor dealer in Palangka Raya. Palangka Raya, and from the cost and convenience dimensions it is known that users are very satisfied with the cost and convenience dimensions at the Tunas Jaya Abadi Motor dealer in Palangka Raya and this dimension outperforms all existing dimensions. So in this research it is concluded that the percentage of frequency distribution has a significant influence on the satisfaction of Honda Tunas Jaya motorcycle users. Hopefully the shortcomings in this study can be improved by future researchers.

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