

Build Customer Satisfaction with Product Quality and After Sales Service (Study at Car Dealer Mazda Serpong, Tangerang, Indonesia)

Desy Dharmawati*, Hapzi Ali

Magister Management Program, University of Mercu Buana (UMB) Jakarta Indonesia

*Corresponding author: Desy Dharmawati

| Received: 09.04.2019 | Accepted: 20.04.2019 | Published: 30.04.2019

DOI: [10.21276/sjbms.2019.4.4.5](https://doi.org/10.21276/sjbms.2019.4.4.5)**Abstract**

Nowadays the automotive industry in Indonesia is becoming increasingly competitive, causing an intense competition among the ATPM (Single Agent of Brand Holders), as well as competition between existing automotive manufacturers (sole agent) and newcomers. In the midst of the current business industry and its competitive environment, various strategies were implemented by the company in order to maintain its customers, and to win the competition by increasing its market share. Customer satisfaction has become one of important focus for many companies. This study aims to examine and analyze the effect of product quality and after-sales service on customer satisfaction at an authorized Mazda Serpong Dealer, Tangerang. The sample used in this study were 200 respondents from customers at Mazda Dealer Serpong, Tangerang. Sample size determination using Hair's formula. Hypotheses of the study analyzed by using multiple linear regression performed with SPSS 2.4. The sampling technique uses purposive sampling. The results showed that the quality of the product significant and positive affect on customer satisfaction. And after-sales service is also significant and positive affect to customer satisfaction. Other results shows that the quality of products and after-sales service of significant and positive affects on customer satisfaction simultaneously.

Keywords: Product Quality, After Sales Service, Customer Satisfaction.

Copyright © 2019: This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

INTRODUCTION

Indonesia currently is one of the biggest automotive markets in the South East Asia region by leading in ASEAN automotive market with the highest number of cars sales figures. According to the data of ASEAN Federation Automotive, Indonesia was lead in the sales cars number and become the only country with sales number over 1.079 million unit cars within the year of 2017, grew 2 percent compared with the achievements of the previous year 1.061 million units (www.otomotif.tempo.com). On the other hand, the fact that in the year of 2017, Indonesian economic growth was stagnant in level of 5.02% and the level of 5,07% in the year of 2016, yet the sales number of four wheels in Indonesia has not showing its significant growth. Car sales actually fell, from 6.15% on-quarter growth 1 in 2017 to only grow 2.88% in the 1st quarter 2018. (www.national.kontan.co.id). According to the sales data, released by the Indonesian Four Wheel Industry Confederation or "Gabungan Industri Kendaraan Bermotor Indonesia" (GAIKINDO), recorded that 1.079.308 four wheel car sales unit has been sold in wholesales throughout the year of 2017, this sales number only growth 1,6 percent compared with the 2016's sales number that recorded of 1.062.716 unit sales. In the retail sales, shrink to 0.4% or 1.079.674 sales unit in the year of 2017, meanwhile in the year of

2016 the sales unit has recorded in 1.073.547 sales unit. Consequentially, the automotive industry in Indonesia is more competitive so that the competition among Brand Sole Agent or Agen Tunggal Pemegang Merk (ATPM), between the existing brands and the new comer brands, i.e. Chinese automotive brands have heated up the automotive industry competition in Indonesia such as Wuling Motors, and DFSK.

In the midst of the current business industry and its competitive environment, various strategies were implemented by the company in order to win the competition and to maintain its customers, Consumers are not only demanding a good product quality but also its value added. Therefore the company had to recognize and fulfills the wishes and needs of its customer by enhancing the customer satisfaction, so that shall provide the advantageous state or the revenue for the company and in order to survive.

The product quality is an important determinant of customer satisfaction after customer buy and use the product, quality product will lead to higher customer satisfaction and could build customer loyalty. Nowadays customers not only consider the quality of the products, but consumers also expect the added value of the products. So the company should be able to fulfill

their desires and needs, by improving customer satisfaction.

In the automotive industry, Services of the car dealers are often focused on the after-sales services of the car. The after-sales service is provided by the company for its customer after completing the sales transaction. One of the factors that effecting the customers to buying a four wheel brand car, is that not only the product quality but also the after-sales service, i.e. authorized car workshop repaired that provide services and maintenances, so that give conveniences for the customer in preserving and repairing their car. After sales service is one of an added value that company could give to its customer.

One of the APTM which involved in the market competition is “Mazda Dealer” of Serpong Tangerang managed by the company of PT Nusantara Batavia Motor. This Company provides Sales, Service and Spare Part of Mazda brand in a such great effort to fulfill the wishes and needs of its customer. PT. Mazda

Motor Indonesia (PT. MMI) is currently running the business under PT. Eurokars Motor Indonesia. Eurokars itself is a large distributor in Asia specializing in premium cars, cars with middle and upper price specification. Companies engaged in the field of Sales, Service and Spare Parts Mazda brand vehicles, has branches of a large city in Indonesia, one of authorized Mazda dealer located in Jl. Raya Serpong No. 30 Serpong, Tangerang, Banten.

Customer satisfaction is one of focus for Mazda Indonesia in running the business, but the results of customer satisfaction survey conducted in Indonesia, Mazda Indonesia has not been able yet to maintain customer satisfaction and loyalty, as the Graph below presents the customer satisfaction index that Mazda Indonesia.

According to the data of customer satisfaction index at Mazda Indonesia in the last 3 years are shown below:



Fig-1: Graph Customer Satisfaction Index Survey 2015, 2016, 2017

Source: Survey from JD Power (2018)

Based on the data above, it can be concluded that the value of customer satisfaction at Mazda Indonesia during the period in 2015 and 2017 was increased which equal with 769 and 774 while the majority still could not met or achieved their targets. But decrease in 2106 which was equal to 759. The data also shows that within the last 3 years, the giant brands such as Toyota, Daihatsu, Mitsubishi have enhance their services proven by the increment of CSI JD Power

score, starting in the year of 2015 to the year of 2017. This shows every brand believed that the after sales service plays an essential role in customer satisfaction resulting to the loyalty of their customer.

Regarding to the data of customer satisfaction index at Mazda Dealer of Serpong Tangerang in the year of 2017 are shown below:

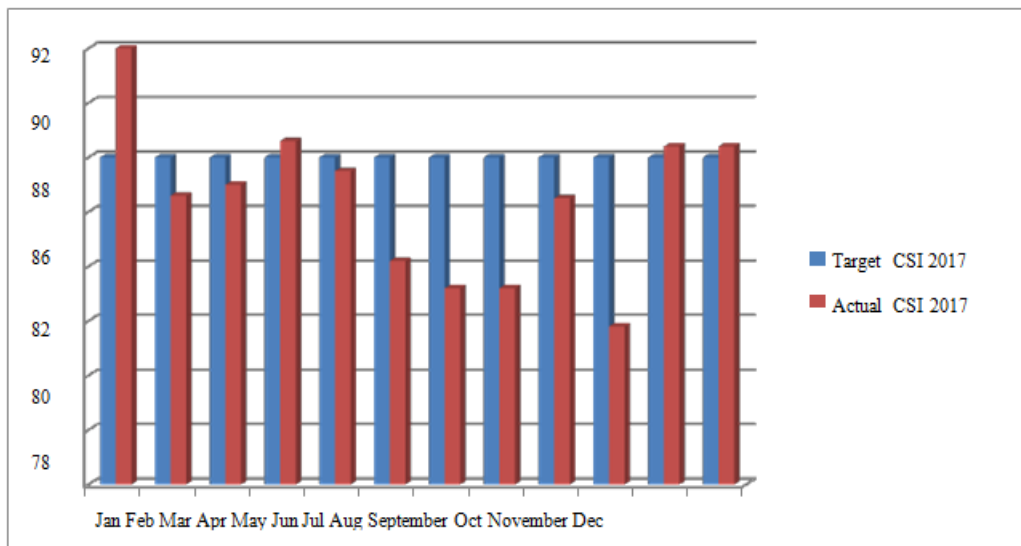


Fig-2: Graph of Customer Satisfaction at Mazda Dealer Serpong, Tangerang 2017

Source: Data processed by the researcher, Tangerang (2018)

According to the data as mentioned above, we can presume that the customer satisfaction index at Mazda Dealer of Serpong Tangerang during January to December of 2017 are in a “roller coaster model” by showing its up and down graphic, this is mostly caused by the company inability to fulfill and achieved the designated target. Realized that importance of customer satisfaction therefore Mazda Dealer Serpong Tangerang need to evaluate and improve its product quality and after-sales service.

Based on the background of the problem, the purposes of this research are:

- Does Product Quality affect Customer Satisfaction at Mazda Dealer of Serpong, Tangerang?
- Does After Sales Service affect Customer Satisfaction at Mazda Dealer of Serpong, Tangerang?
- Does Product Quality and After Sales Service affects Customer Satisfaction simultaneously at Mazda Dealer of Serpong, Tangerang?

LITERATURE REVIEW

Customer Satisfaction

According to Kotler and Keller [1] as well as on the research journal Priscilia D Rondonuwu [2] that customer satisfaction reflect one's judgment about the performance of the products presumption (or outcome) in relation to expectations, if the performance of the product which does not meet the expectation, the customer will not be satisfied and disappointed, if the product in line with expectation, the customer will be satisfied. If the product's performance exceeds the expectation, the customer will feel satisfaction. Customer satisfaction is created depend on how much the performance of the company to generate satisfaction, and strive to minimize the complaint so that it will be obtained repeat purchases from customers. Efforts are being made to create customer

satisfaction are more likely to influence customer behavior. According to Kotler and Keller [1] as quoted in the journal Priscilia D Rondonuwu *et al.*, [2] customer satisfaction consists of several dimensions, among others, namely: Fulfillment of consumer expectations, desires or attitudes to re-use products, and recommend to other parties.

Customer Satisfaction Dimension

According to Kotler dan Keller [1] as quoted in Priscilia D Rondonuwu *et al.*, journal [2] Customers satisfactions dimension regarding :

- Fulfillment customer expectations.
- Desire to re-use the product
- Recommend the product to others

Product Quality

According to Kotler and Amstrong [3] a Product means “A *product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.*” According to Kotler and Keller as quoted in the research journal of Hapzi Ali, *et al.*, [4], the product quality is the totality feature and its characteristic of the product exceed to meet the customer expectation, expressed in both explicit and implicit.

Product Quality Dimension

As told by David Garvin as quoted in Tjiptono [5] Product qualitys dimension regarding:

1. Performances
Performance refers to a product's primary operating characteristics, i.e. fuel consumption, number of passenger can be carried, acceleration, handling, cruising speed, and comfort.
2. Features
Features are usually the secondary aspects of performance, i.e. power steering, air conditioner, etc

3. Reliability
This dimension reflects the probability of a product malfunctioning or failing within a specified time period.
4. Esthetics
Esthetics as a subjective dimension of quality on how a product looks, feels, sounds, tastes, or smells is a matter of personal judgment and a reflection of individual preference

After Sales Service

As quoted on the previous research journal of Yesi Elsaandra, dkk [6], Kotler [7] mentioned that the after sales definition is that a service provided by the company to a customer after the sale”.

After Sales Service Dimension

Dimension of after sales service, as told by Kotler [7] as quoted in research journal of Yesi Elsaandra and Suryadi [8] which provided by the company as follows:

- Warranty
- Provision Accessories or spare parts
- Maintenance and Repair Services
- Facilities and Equipment

Accordingly at the automotive car product dealer, the elements of after sales which provided for their customer as follows:

- 1) Warranty
Warranty is one very important factor in carrying out after-sales service. Warranty is shown to convince consumers that the product is in good condition or free from damage, a result of inaccuracy production or use materials that are less well applicable for a period of time
- 2) Provision Accessories/Spare parts
The supply of spare parts is very important, because in the absence of spare parts that are defective product components can not function properly, even these products can not be used again
- 3) Maintenance and Repair Services
Service and maintenance and repairs are needed if a product has a consumption of time and require regular maintenance in order to always function

properly, and also to repair any damage that occurs in the product during use.

- 4) Facilities and Equipment
Facilities and equipment of a product is a means to perform after-sales service. Sophisticated equipment and supplies will be able to determine the smoothness of the service personnel in performing maintenance and repair products bought by consumers.

Product Quality, After Sales Service, and Customer Satisfaction

Previous research and discussion the influence of product quality to customer satisfaction conducted by Jessica J Lensun, James Massie and Decky Adare DD [9] showed that the partial product quality significantly influence satisfaction in the Telkomsel prepaid customer at Winangu 1. Subsequent research has been done by Sita Budiastari [10] showed that the quality of products not directly affect customer satisfaction at Holcim ready-mix concrete in Jakarta.

According to Dewi Victoria, Endang Ruswanti, Facrichah [11] Where the after-sales service here has three independent variables are the delivery, installation, and warranty claims against the intervening variable customer satisfaction. The results showed that the delivery, installation and warranty claim against the dependent variable is customer satisfaction. The results showed that the delivery, installation and warranty kalim positive effects on customer satisfaction at Toto. Proficiency level of three independent variables that most influence on customer satisfaction warranty claims Toto is followed by delivery and installation.

Regarding to the previous research by Teguh Wibowo [12] that there was a significant effects of both variables product quality and after-sales service simultaneously to customer satisfaction. So it can be concluded that the quality of product and after sales services together have an influence on customer satisfaction.

This Research framework presented in Figure-3 below:

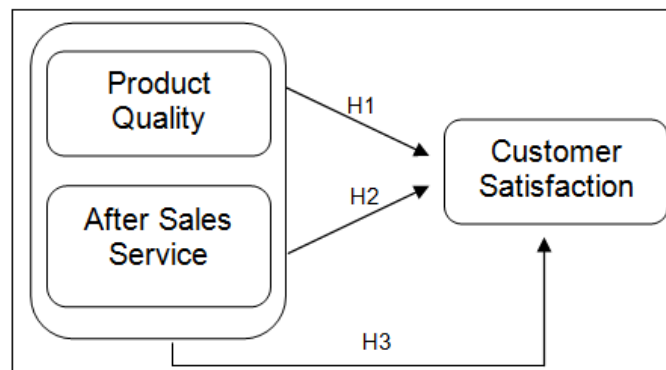


Fig-3: Research Framework

Source: Data processed by the researcher, Tangerang (2018)

On the basis of the formulation of the hypothesis proposed issues are:

H1: Suspected there is an influence of individual Product Quality to Customer Satisfaction.

H2: Suspected there is an influence of individual After-Sales Service to Customer Satisfaction.

H3: Suspected there is an influence Quality Product and After Sales Service collectively to Customer Satisfaction together.

RESEARCH METHODOLOGY

The population in this study are customers at Mazda Dealer of Serpong Tangerang, which has to maintain (*service*) and repairs (*repair*) at least twice in the last three months. The sample in this study using *Non-Probability Sampling* using *Purposive sampling* techniques. Sugiyono [13] says that *Non-probability sampling* is a sampling technique that does not give opportunity / equal opportunity for each element or member of the population to be selected into the sample. Meanwhile By Sugiyono [14] techniques *purposive sampling* is a sampling technique with particular consideration of data sources, so as to facilitate researchers to explore objects or social situations under investigation. Determination of the number of samples to be taken in this study using the formula of Hair *et al.*, [15]. So the number of samples to be used in this study as many as 200 of the 377 existing population.

Validity dan Reliability

Testing data validity is used to measure the validity or validity of a questionnaire. A questionnaire is considered valid if the questionnaire question reveals something measured by the questionnaire Sugiyono [14].

Reliability is a measurement of a symptom. The higher the reliability of a measuring instrument, the more stable the tool is to use. Measuring instruments are said to be reliable (reliable) if used to measure repeatedly in relatively the same conditions, will produce the same data or a little variation. The reliability level of a research construct / variable can be seen from the results of Cronbach Alpha (α) statistics. A variable is said to be reliable if it gives an alpha cronbach value > 0.60 [14].

Classic Assumption Test

The classic assumption test on the regression model used is done so that it can be seen whether the regression model is a good regression model or not [16].

Multicollinearity Test

Multicollinearity test was conducted to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between independent variables. If there is no correlation matrix value greater than 0.5, it can be said that the data to be analyzed is free from multicollinearity. Then if the VIF value is below 10 and the tolerance value is close to 1, then it is concluded that the regression model does not have multicollinearity [16].

Heteroscedasticity Test

Heteroscedasticity test is carried out to test whether in a regression model there is an inequality of residual variance from one observation to another which remains, then it is called Heteroscedasticity [16].

Normality Test

The purpose of the normality test is to test whether in a regression model, the dependent variable and the independent variable or both have a normal distribution or not. A good regression model is normal or near normal data distribution. Detection of normality is done by looking at the normal graph of Probability Plot [16].

The basis for making decisions is as follows:

- If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the assumption of normality.
- If the data spreads far from the diagonal line and or follows the direction of the diagonal line, the regression model does not meet the assumption of normality.

Multiple Linear Regression Coefficient Test

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where,

- Y = Customer Satisfaction
- α = Constants
- $\beta_1 X_1$ = Coefficient Regression Variabel Product Quality
- $\beta_2 X_2$ = Coefficient Regression Variabel After Sales Service
- e = Error

DISCUSSION AND RESULTS

Validity and Reliability

Testing includes research instrument validity and reliability. Validity and reliability tests performed on the main five variables in this study. Table 1 shows that all items is valid, it can be seen from the loading value of > 0.5 and each variable has a value of average variance extracted > 0.6 All the variables have the reliability of composite values > 0.6 the which indicates that all variables have good reliability.

Table-1: Results of Test Validity

Variable	Indicator	r Hitung	r Table	Keterangan
Product Quality	KP 1	.932	0,388	Valid
	KP 3	.933	0,388	Valid
	KP 4	.931	0,388	Valid
	KP 5	.930	0,388	Valid
	KP 6	.930	0,388	Valid
	KP 7	.928	0,388	Valid
	KP 8	.930	0,388	Valid
	KP 9	.933	0,388	Valid
	KP 10	.929	0,388	Valid
	KP 11	.933	0,388	Valid
	KP 1	.932	0,388	Valid
After Sales Service	PPJ 1	.898	0,388	Valid
	PPJ 2	.901	0,388	Valid
	PPJ 3	.896	0,388	Valid
	PPJ 4	.900	0,388	Valid
	PPJ 5	.900	0,388	Valid
	PPJ 6	.896	0,388	Valid
	PPJ 7	.903	0,388	Valid
	PPJ 8	.902	0,388	Valid
	PPJ 9	.900	0,388	Valid
	PPJ 10	.897	0,388	Valid
Customer Satisfaction	K 1	.828	0,388	Valid
	K 2	.857	0,388	Valid
	K 3	.826	0,388	Valid
	K 4	.861	0,388	Valid

Sources: Primary Data are processed, 2018

The test results show that the whole question of validity of each variable (Quality of Products, Services Sales and Customer Satisfaction) has a value of r count larger than r Table ($r \text{ count} > 0,388$). These

results indicate that all of the questions used to measure variables Product Quality, After Sales Service and Customer Satisfaction is valid and can be used in future studies.

Table-2: Results of Test Reliability

No	Variable	Cronbach's Alpha
1	Product Quality	0.937
2	After Sales Service	0.908
3	Customer Satisfaction	0.878

Source: processed survey data are (2018)

Each dependent and independent variables have a value of *Cronbach's Alpha* greater than 0.70, so it can be concluded that throughout both dependent and independent variables declared reliable so that the

grains in each variable fit for use as a measuring tool and can do the analysis. Classic assumption test

Normality Test

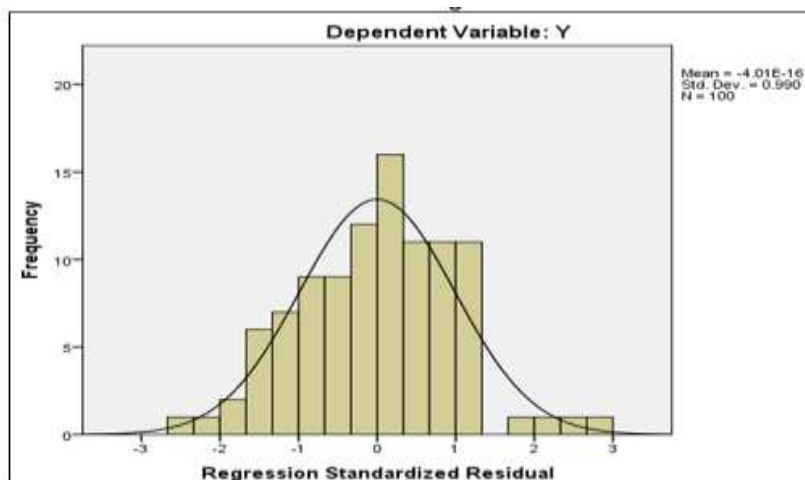


Fig-4: Graph Histogram

Source: processed survey data are (2018)

Based on the above chart can be seen that the histogram graph showing a normal distribution patterns or lines on the chart at the center, not off to

the right or to the left. It can be concluded residue regression model with normal distribution or to meet the assumptions of normality.

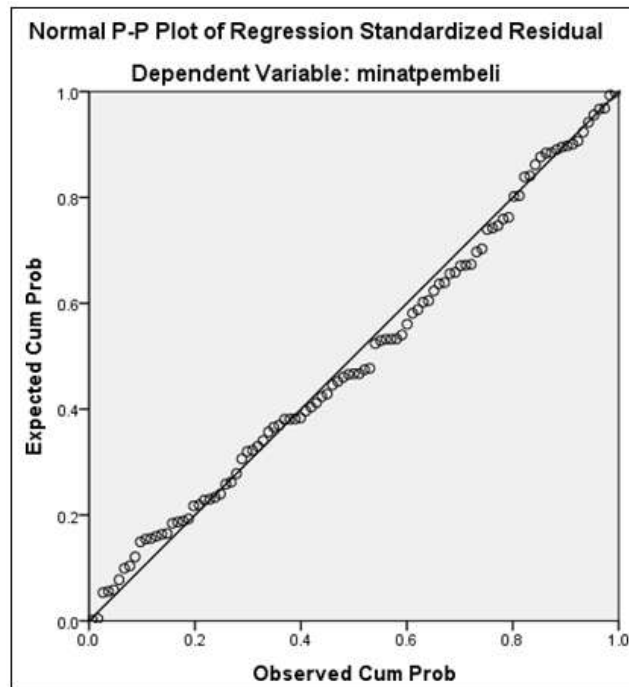


Fig-5: Graph PP Plot Residual Normality Test
Source: processed survey data are (2018)

Normal PP plot of the above can be seen that the distribution *unstandardized residuals* follow and spread around the diagonal line, it can be concluded

residue regression model with normal distribution or to meet the assumptions of normality.

Test Heteroscedasticity

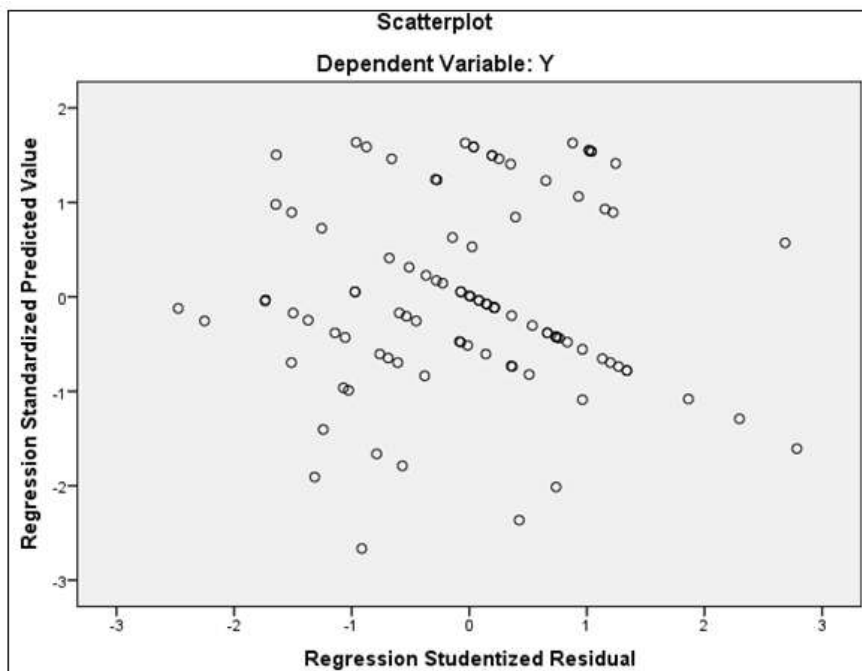


Fig-6: Graph scatterplot
Source: processed survey data are (2018)

From *scatterplot* it can be seen that the data does not form a specific pattern of data points not only accumulate above or below the number 0 alone but

spread above and below. Thus, it can be concluded that there is no residual problem Heteroscedasticity data.

Test Multicollinearity

Table-3: Test Multicollinearity

Collinearity Statistics	
Tolerance	VIF
.302	3.314
.302	3.314

Source: processed survey data are (2018)

Test Hypothesis

The coefficient of determination (R square)

Table-4: Results of Testing Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.862 ^a	.742	.737	1.11748	1.962
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Sources: Primary Data are processed (2018)

From the table it can be seen that the value of *R Square* is 0.742, so it can be concluded that 74.2% customer satisfaction variables can be explained by the variable quality of products and after sales services are

concerned. While the remaining 25.8% is explained by other variables not examined in this study.

F Test

Table-5: F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	348.831	2	174.415	139.671	.000 ^b
	Residual	121.129	97	1.249		
	Total	469.960	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Sources: Primary Data are processed (2018)

Significance viewable F count $< \alpha$, the significance of the F Calculate the value was 0.000 which is smaller than α level was set at 0.05. So based on the criteria of experiments, we concluded that there is a statistically significant effect between Product

Quality and After-Sales Service to Customer Satisfaction.

T Test

Table-6: T- Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.011	.810		3.717	.000
	X1	.250	.034	.688	7.330	.000
	X2	.079	.037	.199	2.126	.036

Sources: Primary Data are processed, (2018)

Retrieved sig 0.000 $< \alpha = 0.05$. It can be concluded that the quality of products significantly influence customer satisfaction variables.

Retrieved sig 0.000 $< \alpha = 0.05$. It can be concluded that the Sales Service significantly affect customer satisfaction variables.

RESULTS

The influence of the quality of products on customer satisfaction

Reflects the quality dimensions of product offerings that generate benefits for customers. The higher quality of the product will make customers have a sense of satisfaction to have had it, and lack of a product quality will make customers feel disappointed or dissatisfied. Factors reliability and performance of a product is very influential to determine customer satisfaction, such as easy in operating the product, easy in maintenance products, durability of products are stable, completeness such as exterior and interior on products that can function properly until attractive design from products that can represent the characters and fulfill customer, Amenities, This all can lead to perceived customer satisfaction.

The results are consistent with research Jessica J Lensun, James Massie and Decky Adare DD [9], which prove that the partial product quality significantly influence customer satisfaction. Then Djumarno, Oktaviadri Sjafar, and Said Jamaluddin [17] also confirmed that individually affect product quality to customer satisfaction.

The influence of after sales service on customer satisfaction

After-sales service reflects the services that company provided to consumers after the sale transaction. This service is provided to customers who have purchased products with the aim of addressing all concerns and complaints on the purchased product. With the existence of this service makes customers obtain the maximum benefit from Mazda cars that have been purchased and are being used, feel more secure in purchasing such products thus giving rise to the attitude of satisfaction. One way that can be done to further improve the company's after-sales service in order to generate customer satisfaction is the provision of a free service to the customer after the period of 5 years, and also the easy in getting original *spare parts* The original in good quality. Improve maintenance service and repair of cars from start from create *appointment service* cars until *follow-up* after the car repaired or serviced, and also to improve the facilities and equipment in the shop or in waiting lounge.

The results of this study are also consistent with the previous research Goddess Victoria, Endang Ruswanti, Facrichah [11] which states that the after-sales service which covers delivery, installation, and warranty claims positive effect on customer satisfaction. Reinforced also by the research findings Hasan Basri [18] which provides proof that the after-sales service has a significant influence on customer satisfaction.

The Influence of product quality and after-sales service to Customer satisfaction Simultaneously

With the influence of product quality and after-sales service it will produce and build significant satisfaction. According to Kotler [19] there is a quality product that is the impact of customer satisfaction that is present, coupled with the variable after-sales service that supports the occurrence of customer satisfaction. Customer satisfaction is the feeling of being happy or disappointed by the customer towards evaluating the performance of a product either before the sale or after a sale. After-sales services include, after-sales guarantee, parts supplies, maintenance, and service facilities. This was felt by customers of Mazda's car products. This is evident from the results of research that there is an influence of product quality and after-sales service quality on customer satisfaction, in accordance with the research.

Product quality and after-sales services have a significant impact on customer satisfaction simultaneously.

The results are consistent with Teguh Wibowo [12] that there is a significant effect of both variable product quality and after-sales service simultaneously towards customer satisfaction. So it can be concluded that the quality of products and after sales services together have an influence on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

This study examines the effect of product quality and after-sales service to customer satisfaction and its impact by taking the unit of analysis is the customers at Mazda Dealer Serpong Tangerang.

The study concluded that:

There is a positive and significant affect of Product quality to Customer Satisfaction at Mazda dealer Serpong, Tangerang.

The results showed that the positive effect on product quality and significant impact on customer satisfaction at the Mazda Dealer Serpong, Tangerang. The increment of the quality product are proven by the engine performance is very good and not easily damaged, the Mazda cars are easy to operate, the design of the cars are attractive and the color choices are wide variety, the completeness both of the exterior and interior of the cars are working properly and with an attractive appearance of the cars can provide the comfort in driving, resulting an added value of a product that consumers could felt that exceed the consumer expectations. a quality product that can meet the needs and desires of consumers, so the sense of pleasure or positive impression in the minds of consumers that are embedded may affect and cause customer satisfaction in the long term

There is a positive and significant affect of After Sales Service to Customer Satisfaction at Mazda dealer Serpong, Tangerang.

Services provided by the company to the customer after the sales are intended to provide solutions, attention, security and comfort for the consumer. As parts are always available when needed and with excellent quality, completeness existing equipment which function properly, convenience and furnished –waiting room designated for customers with a warmth sound and comfortable, including additional facilities such as TV and free wifi services which can be accessed easily. These can provide a sense of comfort for the consumer and the warranty of the solution provided the company with a good and prompt time. Not only to build a strong bound of relationships between companies and customers, but also can create and build customer satisfaction.

There is a positive and significant affect of Product Quality and After Sales Service to Customer Satisfaction at Mazda dealer Serpong, Tangerang

Positive and significant impact on customer satisfaction Mazda Dealer Serpong, Tangerang. Good product quality and accompanied by good after-sales service will provide customer satisfaction, so that a good relationship can occur between the company and the customer. Product quality includes Mazda cars that are easy to operate, maintenance, good interior and exterior equipment, engine car products and the body is not easily damaged.

For after-sales service, the Mazda has imposed a guarantee, a quick response in every claim from customers as well as a spare parts service, with periodic service info services already carried out by the Mazda to improve after-sales service. Waiting facilities are also provided by customers if they are servicing a dealer, after sales service is done solely to produce high customer satisfaction.

RECCOMENDATIONS

Reccomendations can be given based on the results of this study are:

For Managerial

Advice can be given to the managerial among other things:

- a. To maintain and improve the product quality with an advance feature especially in the performance and the reliability's of the company product in order to satisfy the customer want and need continuously so that will resulting the customers loyalty to the company products.
- b. Implementing the after sales services in the best effort especially in provision the original spare part supply promptly, deliver sophisticated the work maintenance and repair facilities and personnel, convey the repairmen

result promptly and provide the follow-up care after the car had been repaired, promote such an attractive program i.e. free service in a certain period time after the customer bought the car. These all efforts carried out to elevate the added value of the company product for the customer in order to build a strong bound relation between the customer and the company. The sense of comfort provided by the company's prompt solution in maintenance and repairmen can be felt by the customer will effecting the customers satisfaction and finally, the company will obtain the loyalty of the customer.

- c. Providing or Holding of the program for insurance products for Mazda cars owner, which can guarantee the risk of both damage the car or lose the car and others by providing contact center 24 hours and customer service that is always willing to help the customers, these products can be a companion product to customers when customers want to buy a car Mazda, so customers will feel safe and comfort. So it is not just a quality product that is obtained but the perceived sense of security resulting in significant customer satisfaction and ultimately can create customer loyalty in the long term.

For Further Research

For further research this study can be a benchmark in the conduct and develop similar research by adding other variables such as variable Promotion, Price and variable Customer Relation Management, or also variable location. Researchers further can do research by taking some locations with similar business types and making comparison between these locations.

REFERENCES

1. Kotler, P., & Keller, K. L. (2009). *Marketing Management. The third edition mercy. Volumes 1 and 2. Printed fourth. PT. Index. Jakarta.*
2. Rondonuwu, P. D. (2013). Product quality, price and service kaulitas the impact on customer satisfaction car users Nissan March at. Wahana Wirawan Manado. *Journal EMBA*, 1(4), 718-728.
3. Kotler, P., & Armstrong, G. (2014). *Principles of marketing 12th edition. New Jearsey: Pearson Education Inc.*
4. Ali, H., Hadibrata, B., & Buchori, C. D. (2016). One Stop Services: Quality of Service and Accessibility to the Investor Loyalty: The Investment Coordinating Board. *International Journal of Business and Commerce*, 5(6), 132-146.
5. Tjiptono, F., & Gregory, C. (2016). *Service, quality and satisfaction.* Yogyakarta. Andi.
6. Elsandra, J. (2016). Influence of product quality and after-sales service to customer satisfaction at PT. Sharp Indonesia in Padang. *Journal of*

- Economic & Business Dharma Andalas*, 18(1), 185-197.
7. Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*, 13(1). Erland. Jakarta.
 8. Elsandra, Y. (2017). Pengaruh Kualitas Produk Dan Layanan Purna Jual Terhadap Kepuasan Pelanggan Pada Pt. Sharp Electronics Indonesia Di Kota Padang. *Jurnal Ekonomi dan Bisnis Dharma Andalas*, 18(1), 185.
 9. Lenzun, J. J., Massie, J. D., & Adare, D. (2014). Pengaruh kualitas produk, harga dan promosi terhadap kepuasan pelanggan kartu prabayar telkomsel. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(3).
 10. Budiastari, S. (2016). The Influence of Product Quality, Price Perception and Brand Image on Satisfaction and Customer Loyalty Holcim Concrete Readymix in Jakarta. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 7(2), 345-362.
 11. Victoria, D., & Ruswanti, E. (2015). Pengaruh Pelayanan Purna Jual Terhadap Kepuasan Pelanggan Pada Pt Surya Toto Indonesia Tbk. *Journal of Business & Banking*, 4(2), 153-164.
 12. Wibowo, T. (2016). Analysis of the influence of product quality and after-sales service sales to customer satisfaction and loyalty in PT. Bukaka Teknik Utama. *Thesis*. Master in Management Graduate Program of the University of Mercu Buana.
 13. Sugiyono, P. D. (2014). *Cara Mudah Menyusun: Skripsi* (Doctoral dissertation, Tesis, dan Disertasi. Bandung: ALFABETA, cv).
 14. Sugiyono. (2013). *Research Methodology Quantitative, Qualitative and R & D*, Bandung: Alfabeta.
 15. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data analysis*, 7th ed. New Jersey: Pearson Prentice Hall.
 16. Ghozali, I. (2013). Aplikasi Analisis Multivariate Dengan Program. *Edisi Ketujuh*. Semarang: Badan Penerbit Universitas Diponegoro.
 17. Djumarno, O. S., & Said, J. U. (2017). The effect of brand image, product quality, and relationship marketing on customer satisfaction and loyalty. *International Journal of Business Marketing and Management (IJBMM)*, 2(10), 15-24.
 18. Basri, H. (2016). The influence of advertisement and sales services to customer satisfaction on PT. Electronic City Bogor branch. *Scientific Journal Management Faculty of Economics*. Faculty of Economics, University of Pakuan, 1-19.
 19. Kotler, P., & Armstrong, G. (2013). *Principles of Marketing* (16th Global Edition).