

ANALYSIS TO INCREASE CUSTOMER SATISFACTION IN JAKARTA XYZ CAR ACCESSORIES¹

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ABSTRACT

This study aims to analyze the effect of price, quality, personal selling, internet marketing and dealer location in accessories customer satisfaction in DKI Jakarta. Sampling method used was probability sampling by using cluster sampling system, this method is used because it's considered the most suitable when the respondents is heterogeneous. This research was conducted by questionnaire method, done to 165 customers of accessories in DKI Jakarta. Quantitative analysis includes validity and reliability test, classical assumption test, coefficient of determination R^2 , F test, t-test and multiple regression analysis. R^2 value of 0,587 indicates that 58,7% consumer satisfaction achieved was indeed influenced by independent variables (price, quality, personal selling, internet marketing and dealer location) used in this study. Additionally, F 0,000 value suggested that of price, quality, personal selling, internet marketing and dealer location as independent variables simultaneously affect customer satisfaction. T value less than 0,05 suggested that of price, quality, internet marketing and dealer location as independent variables partially affect customer satisfaction. Meanwhile, personal selling has t value more than 0,05 which shown that not partially affect customer satisfaction. Fix price and internet information searching indicator have the most significant in influencing accessories customer satisfaction in DKI Jakarta.

Keywords: *price; quality; personal selling; internet marketing ;location; satisfaction*

INTRODUCTION

According to the General Secretary of the Indonesian Automotive Industry Association (GAIKINDO) said that the automotive industry sector is predicted to grow positively in 2019. One of the players in the car industry in Indonesia is PT. XYZ is the sole agent of a car brand (distributor) in Indonesia, currently PT. XYZ carries out marketing for cars along with sales of car accessories with the highest market share, by 30%.

The number of car communities from 2014 to now shows an increase, this should have an impact on increasing sales of accessories. However, according to the total data of car sales and car accessories in DKI Jakarta, there is a gap, namely the number of car accessories sales is lower than the car sales.

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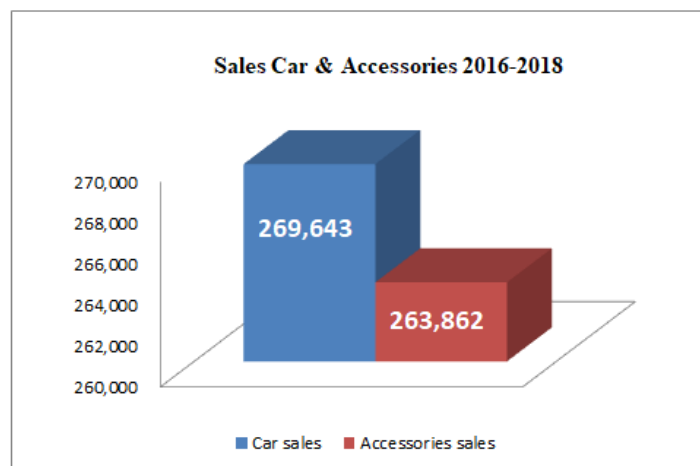


Figure 1. Sales total of XYZ cars and car accessories in 2016-2018

Accordance on primary data of pre-survey results and the *Forum Group Discussion* (FGD) with the car accessories user community stated that the majority use other brand accessories on the second purchase. In addition, accessories users complained about price, quality, design, promotion and availability of information regarding accessories produced by PT. XYZ This allegedly caused a decrease in customer satisfaction. Nugroho (2015: 162) (Setyo, 2017) explains that customer satisfaction is an important element in improving marketing performance in a company. With the creation of an optimal level of customer satisfaction will encourage the creation of customer loyalty. This research was conducted on the object of car accessories in DKI Jakarta.

THEORY STUDY

Accessories Prices

Zakaria and Astuti (2013) (Setyo, 2017) explain that price is the amount of money needed to get a combination of goods and services. Lenzun et al., (2014) (Setyo, 2017) explain that price is a statement of value of a product which is the most flexible marketing mix element. Meanwhile, according to Manus and Lumanauw (2015) (Setyo, 2017) states prices have an important role in the decision making process that is helping buyers to obtain products or services with the best benefits based on the strength of their purchasing power.

Price is a sum of money charged for a product or a merit or an amount of the value of being exchanged

for customers of benefits due to having or using products or services (Kotler and Armstrong 2007: 86) (Tamunu & Tumewu, 2014). Rondonuwu and Weenas (2013) (Setyo, 2017) state that price indicators are (1) fixed prices, (2) price affordability, (3) price conformity with quality, (4) price competitiveness, and (5) price discounts.

Quality of Accessories

According to Danaee and Andalib (2013) (Hanaysha, Hilman, & Hasmini Abdul-Ghani, 2014) stated that product quality is an evaluation of customers for the overall value of the product based on the desires of the desires. Similarly, according to Keller (2003) (Hanaysha et al., 2014) shows the quality of products to customer perceptions of the overall quality or profit of certain products in comparison with other products from the same category in different brands. According to Walter et al., (2003) (Hanaysha et al., 2014) describes product quality as a customer evaluation of product reliability, usability and flexibility.

Jahanshahi et al. (2011) (Xu, Blankson, & Prybutok, 2017) state that several product quality criteria in the automotive industry include safety, product design, function quality. As according to Saleleng et al., (2014) (Setyo, 2017) explains the indicators used to measure product quality are (1) performance, (2) reliability, (3) features (4)) the ability of service (serviceability), (5) endurance (durability).

Personal Selling & Internet Marketing Accessories

According to Kotler & Armstrong (2014: 484) *personal selling* consists of interactions between individuals with customers and prospective customers to make sales and maintain relationships with customers. Meanwhile, according to (Villamor & Arguelles, 2014) the dimensions of *personal selling* are (1) Tangible, (2) Reliability, (3) Responsiveness, (4) Quality perception.

While internet marketing according to (Bagga & Gupta, 2014) is the use of the internet to send marketing promotion messages to customers. The aim is to further promote products to the *market in order* to maximize sales and profits. The types of marketing through the internet consist of (1) social media (Facebook, Twitter, Youtube, Instagram), (2) Website, (3) Search engine optimization (SEO).

Accessories Dealer Location

"Place include company activities that make the product available to target consumers" (Kotler & Armstrong 2014: 76). The statement above shows the importance of location for the company or entrepreneur greatly influences the target market's decision in determining the purchase decision. Tjiptono (2006: 41-43) (Saputra, 2016) explains the indicators in site selection are (1) access, (2) traffic, (3) parking space, (4) environment.

Accessories Customer Satisfaction

According to Qin and Prybutok (2009) (Yuen, KF, & Thai, VV, 2015) states customer satisfaction can produce intentions of positive customer habits. Meanwhile according to Nugroho (2015) (Setyo, 2017) explains that customer satisfaction is one important element in improving marketing performance in a company. This is supported by the opinions of Sangadji and Sopiha (2013) (Setyo, 2017) who state that customer satisfaction can create a good basis for repurchase and the creation of customer loyalty, forming word of mouth recommendations that can benefit the company. Furthermore, according to Rondonuwu and Komalig (2013), the indicators related to customer satisfaction are (1) consumer expectations, (2) attitude or desire to use the product, (3) recommending to other parties, (4) quality of service, (5) loyal, (6) good reputation and (7) location.

Relationship between Price of Accessories and Customer Satisfaction

Setyo (2017) said that the price and quality variables simultaneously affect consumer satisfaction but the price variable does not have a partial effect on customer satisfaction. This is supported by Suhartanto (2003) in (Gwendolyn, 2014) stating the definition of price is an important factor that influences the customer's decision to buy, recommend and create loyalty towards a given business.

H₁: Accessories Price Variable (X1) has a positive and significant effect on customer satisfaction of Accessories in DKI Jakarta (Y).

Relationship between Accessories Quality and Customer Satisfaction

Kotler & Armstrong (2010) said that product quality has a significant effect on the performance of goods or services and is related to customer satisfaction. Asghar (2011) (Amineh & Kosach, 2016) describes many researchers who consider interactions between clients, service and product quality with customer satisfaction and loyalty to automotive industry representatives.

H₂: Variable Quality Accessories (X2) has a positive and significant impact on customer satisfaction Accessories in Jakarta (Y).

The relationship between Personal Selling and Customer Satisfaction

Assauri (2013: 202) states that *personal selling* there is direct personal contact between sellers and buyers so that it can create two-way communication between buyers and sellers, *personal selling* also accommodates complaints and suggestions from buyers so there is feedback for the company. In accordance with Rizan and Anajarestu (2013) (Loindong et al., 2015) said about *personal selling* has a significant influence on purchasing decisions.

H₃: Variable *Personal Selling* (X3) has a positive and significant influence on customer satisfaction of customers in DKI Jakarta (Y).

The relationship between *Internet Marketing* and Customer Satisfaction

Based on the research of Chen et al., (2016) (Wahyuni & Kesuma, 2017) said consumers can use online information sources such as electronic word of mouth (eWOM), neutral website sources, and sources of producer websites to accommodate information about brands and products. This online information source influences attitude and significantly influences the purchase intention for a product brand.

H₄: Variable *Internet Marketing* (X₄) has an influence and is significant on customer satisfaction in DKI Jakarta (Y)

Relationship between Dealer Locations and Customer Satisfaction

Guo, KC Ling et al, (2012) (Dutsenwai et al., 2015) shows location strategies can help achieve positive company performance. Lupiyoadi Rambat (2001: 61-62) (Trihatmi et al., 2015) said that the location is related where the company must be headquartered and conduct operations. So, location is very important for the company, because it can affect the survival of the company.

H₅: Dealer Location Variable (X₅) has significant influence on customer satisfaction in DKI Jakarta (Y)

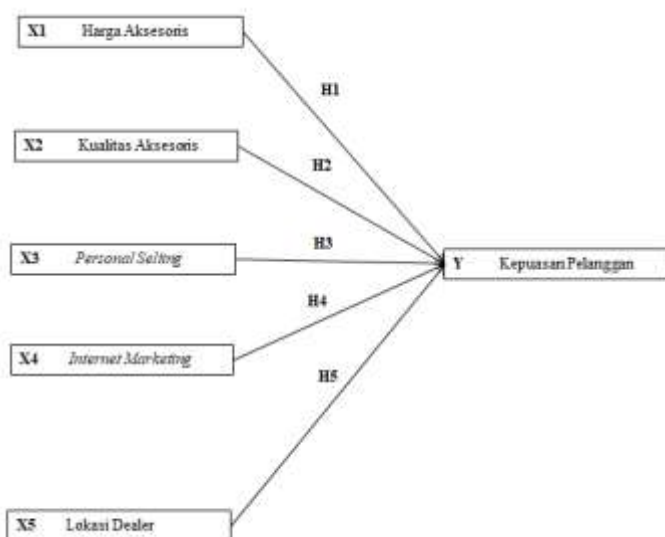


Figure 2. Framework for thinking
Source: Data processed, 2019

METHOD

Research DesignThe research

Method used in this study is quantitative verification by using multiple linear regression analysis methods. According to the level of exploration, this research is grouped into descriptive and associative research that asks the relationship between two or more variables in the form of a causal relationship, a causal relationship. So there are variables that influence (X) and variables that are affected (Y) (Sugiyono, 2016: 38).

Data Collection Methods

The independent variables in this study are the price of accessories, quality of accessories, personal selling, internet marketing, and dealer location. Meanwhile, the dependent variable is customer satisfaction. The primary data in this study is the result of distributing questionnaires to selected samples (Telkomsel consumers in DKI Jakarta) using a Likert scale. Secondary data in this study refers to information collected from sources that already exist, such as company records or documentation, government

publications, industry analyzes provided by the media, websites and others.

Population and Sampling Method The

Population in this study uses the population of XYZ accessories customers in DKI Jakarta. The chosen location is DKI Jakarta because DKI Jakarta is the city with the second largest car sales in Indonesia. This research uses *probability sampling technique* with method *cluster sampling*. Determination of the sample in this study using the Hair formula as follows:

$$n = 5 \times N$$

Description:

n = Number of samples

N = Number of research indicators

Data Analysis Techniques Data

Analysis methods used in this study are Multiple Linear Regression analysis with a significance level of 5% with a confidence level of 95% or $\alpha = 0.05$. The instrument test uses a validity test and a reliability test. Validity test has requirements that must be met for each *item* the questionnaire is declared *valid* with criteria if $r \geq 0.30$ (Sugiyono, 2016: 241). Reliability test to measure the reliability of the questions in the coefficient expressed more *reliable* if the value *Cronbach Alpha* > 0.70 (Ghozali, 2013: 48). Descriptive statistics are used to analyze data by describing or describing data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. Inferential statistics are used to draw conclusions based on data obtained from the sample to describe the characteristics or characteristics of a population (Sugiyono 2016: 148). The classic assumption test is done so that the sample data to be processed can indeed represent the population as a whole. The classic assumption test includes: data normality test using the normal plot graph approach (Ghozali, 2013: 160-163), multicollinearity test using value *tolerance* ≥ 0.1 or equal to VIF value ≤ 10 (Ghozali, 2013: 105) and test heteroscedasticity using

scatterplot graphs between ZPRED and SRESID (Ghozali, 2013: 139).

Multiple linear regression analysis to determine how much influence the independent variable is the price, quality accessories, *personalselling*, *internetmarketing*, and location of the dealer to customer satisfaction accessories XYZ in Jakarta by using the test regression model that consists of the determination coefficient R^2 with the coefficient of determination is $0 < R^2 < 1$, F test according to Ghozali (2016: 96) with a significance level (α) of 5% so that the regression model is fit with the data if the significance value $F < 0.05$ and t test to test the partial hypothesis with a significance level of 5% can be accepted or rejected (Ghozali, 2012: 98). Indicator correlation analysis is used to show the relationship between two or more variables to measure the strength of a relationship between indicators.

RESULTS AND DISCUSSION

Characteristics of Respondents

Characteristics of respondents by sex were dominated by male respondents at 90.3% or with a total of 149 respondents. This shows that the majority of XYZ accessories customers in DKI Jakarta are men. The majority of respondents in this study came from South Jakarta (47.3%) and West Jakarta (27.3%) while respondents from Central Jakarta were 13.9%, North Jakarta (11.5%). Most of the respondent's age range is 21-30 years (49.1%). The majority of respondents are consumers who have bought XYZ accessories for 3 times in 1 year (42.4%). This indicates that respondents are consumers who are satisfied with the performance of XYZ accessories. The majority of respondents had an expenditure of 1,000,001 - 5,000,000 Rupiah (62.4%) in 1 year for purchasing accessories. In terms of expenditure, the frequency of purchasing accessories can be indicated by XYZ accessories consumers in DKI Jakarta coming from the upper middle class.

Validity Test

Based on the test results it can be seen that 33 question items are each declared *valid* because it has a value of $r \geq 0.30$ and for the value of r count greater than r table of 0.1528.

Reliability Test

Table 1. Reliability Test Results

Number	Variable	Alpha	Results
1	Product Price (X_1)	0.74	Reliable
2	Product Quality (X_2)	0.815	Reliable
3	Personal Selling (X_3)	0.861	Reliable
4	Internet Marketing (X_4)	0.862	Reliable
5	Location Dealer (X_5)	0.781	Reliable
6	Consumer Satisfaction (Y)	0.847	Reliable

Source: Data Processed from SPSS 25, 2019

Based on the test results it can be seen that each research variable is declared reliable or trusted as a research data collection tool and the questionnaire can be used as *ainstrument* research because the *Cronbach's Alpha value* > 0.70, therefore all variables include price, product quality, *personal selling*, *internet marketing* and dealer locations are eligible for further testing.

Data Normality

Normality t test used in this study for normal test *probability plot of Regression*. Based on the test results, Figure 3 shows that the residual value or error term is normally distributed because the data spreads around the diagonal line and follows the direction of the diagonal line or histogram graph.

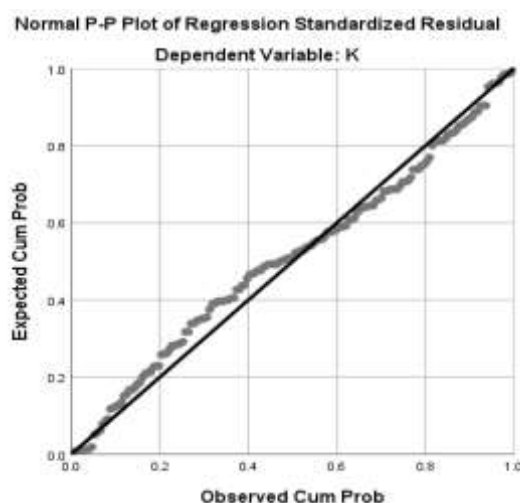


Figure 3. Normality Test Result

Source: Data Processed from SPSS, 2019

Multicollinearity Test Multicollinearity

Test aims to determine whether the regression model found a perfect correlation between other independent variables. A good regression model does not occur correlation.

Table 2. Multicollinearity Testing Results

Model	Collinearity Statistics	
	Tolerance	VIF
<i>(Constant)</i>		
1	Harga Produk	.437 2.286
	Kualitas Produk	.376 2.266
	Personal Selling	.415 2.408
	Internet Marketing	.38 2.634
	Lokasi Dealer	.426 2.346

a. Dependent Variable: Kepuasan

Source: Data Processed from SPSS, 2019

Based on the test results, Table 2 shows that all the independent variables have a VIF value ≤ 10 and a value *tolerance* ≥ 0.1 , so it can be concluded that this regression model does not occur multicollinearity.

Heteroscedasticity Test

Test aims to determine whether there is a deviation from the classical assumption of heteroscedasticity that is the variance of the residual inequality for all observations in the regression model. You can do this by looking at the chart pattern *scatterplot* between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). If the graph obtained forming specific pattern of regular (wavy, widened and then narrowed) then H_0 is rejected and H_a accepted which means there heteroskedastisitas.

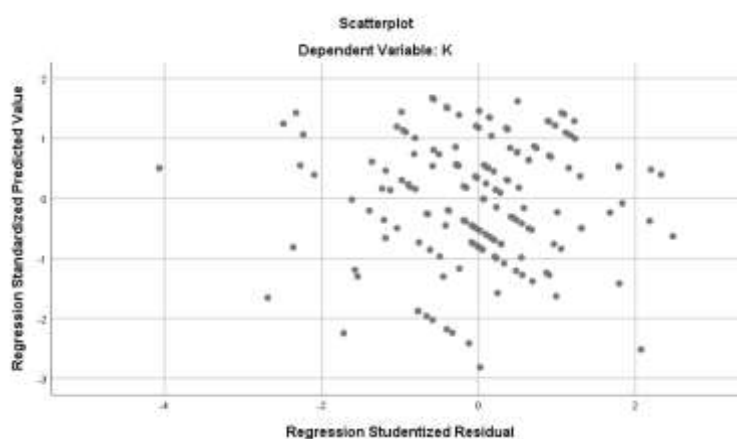


Figure 4. Test Results Heteroskidastity
Source: Adapted from SPSS 25, 2019

Based on the results of Figure 4. it can be concluded that the regression in this study did not occur heteroskedasticity, so that this good and ideal regression model can be fulfilled.

Test The coefficient of determination (R²)

Test the coefficient of determination is used to determine what percentage of variation of the independent variables can be explained by variations in the dependent variable, while the rest is explained by variables outside the model. Based on the results of Table 3 shows the magnitude of the coefficient of determination R Square (R²) is equal to 0.587 where the figure implies that the price, quality products, *personalselling*, *internetmarketing*, and dealer locations on customer satisfaction by 58.7% while the remaining 41,3% is influenced by other variables outside this regression model. The magnitude of the influence of other variables is often referred to as *error (e)*.

Test F

Based on the values in the F test in Table 3. below, it can be concluded that price, product quality, *personal selling*, *internet marketing*, and dealer location have a joint (simultaneous) effect on customer satisfaction of XYZ accessories in DKI Jakarta. This can be seen from the value of sig. F is 0.000, which is smaller than 0.05, then H₀ is rejected and H_a accepted.

T test

Table 3. Model Test Results

Variables	Coefficients	t Arithmetic	Significance of Regression
Constant	0.747	3.436	0.001
Product Price (X ₁)	0.178	2.741	0.007
Product Quality (X ₂)	0.178	2.391	0.018
<i>Personal Selling</i> (X ₃)	0.062	0.813	0.418
<i>Internet Marketing</i> (X ₄)	0.234	3.004	0.003
Dealer Location (X ₅)	0.162	2.152	0.033
Determination Coefficient R ²	0.587		
F count	45.121		0.000

Source: Primary data processed by researchers, 2019

Analysis of Multiple Regression

Based on the results in Table 3. the prediction of customer satisfaction can be entered into the multiple linear regression equation as follows:

$$Y = 0.747 + 0.178. X_1 + 0.178. X_2 + 0.062. X_3 + 0.234. X_4 + 0.162. X_5 + e$$

Based on the above equation, it can be seen the influence between, price, quality, personal selling, internet marketing, and dealer location on customer satisfaction.

1. Constants (α) are positive at 0.747 with sig. 0.001 shows the positive influence of the independent variables namely price, product quality, *personal selling*, *internet marketing*, and dealer location are considered constant, then customer satisfaction is 0.747 units.
2. The regression coefficient for the price (β_1) is 0.178 with sig. 0.007 means that for every increase in price by 1 unit, customer satisfaction will increase by 0.178 assuming the other variables are constant.
3. The regression coefficient for quality (β_2) is 0.178 with sig. 0.018 means that each increase in quality by 1 unit, customer satisfaction will increase by 0.439 assuming the other variables are constant.
4. Regression coefficient for *personal selling* (β_3) of 0.062 with sig. 0.418 means that for every increase in *personal selling* by 1 unit, customer satisfaction will increase by 0.062 assuming the other variables are constant.
5. Regression coefficient for *internet marketing* (β_4) of 0.234 with sig. 0.003 means that for every increase in *internet marketing* by 1 unit, customer satisfaction will increase by 0.062 assuming the other variables are constant.
6. Regression coefficient for dealer location (β_5) of 0.162 with sig. 0.033 means that each increase in the location of the dealer by 1 unit, customer satisfaction will increase by 0.162 assuming the other variables are constant.

Correlation Between Indicators

The design of the indicator correlation matrix between variables will be used to measure the level of relationship between indicators of the independent variable (X) consisting of product price (X_1), product quality (X_2), *personal selling* (X_3), *internet marketing* (X_4) and dealer location (X_5) with dimensions that are owned by the dependent variable namely customer satisfaction (Y). Based on Table 4 shows the variable price of the product (X_1) with provision indicator price ($X_{1.1}$) have an impact on customer satisfaction regarding the quality of services provided at the XYZ dealership (Y4) with a correlation of 0.455. While the product quality variable (X_2) with product performance indicators ($X_{2.1}$) gives an impact on customer satisfaction to recommend XYZ accessories to other parties (Y3) with a correlation value of 0.395. In the variable *personal selling* (X_3) with indicators of sales ability in socializing the product ($X_{3.2}$) gives an impact on customer satisfaction regarding the quality of service provided by XYZ dealers (Y4) with a correlation value of 0.379. variables *Internet marketing* (X_4) with indicators of the number of frequencies to find information about XYZ accessories ($X_{4.7}$) have an impact on customer satisfaction to recommend XYZ accessories to the other party (Y3) with the strongest correlation value of other indicators amounted to 0,447. Meanwhile, the dealer location variable (X_5) with indicator of access to the dealer ($X_{5.3}$) gives an impact on customer satisfaction regarding the quality of services provided by the dealer (Y4) with a correlation value of 0.389. The details can be seen in the table below.

Table 4. Correlation between indicators

No	Variabel	Indikator		Y1	Y2	Y3	Y4	Y5	Y6	Y7
				Terpenuhi harapan konsumen	Keinginan menggunakan produk	Merekomendasikan ke pihak lain	Kualitas layanan	Loyal	Reputasi baik	Lokasi
1	Harga Produk (X1)	Ketetapan harga	X1.1	0.354	0.213	0.369	0.455	0.177	0.215	0.271
		Keterjangkauan harga	X1.2	0.283	0.273	0.275	0.354	0.296	0.256	0.263
		Kesesuaian dengan kualitas	X1.3	0.254	0.258	0.23	0.188	0.225	0.081	0.179
		Daya saing harga	X1.4	0.302	0.258	0.189	0.3	0.196	0.244	0.323
		Potongan harga	X1.5	0.364	0.242	0.305	0.439	0.34	0.242	0.437
2	Kualitas produk (X2)	Kinerja produk	X2.1	0.305	0.301	0.395	0.338	0.145	0.166	0.316
		Kehandalan	X2.2	0.278	0.25	0.394	0.35	0.264	0.411	0.354
		Keistimewaan	X2.3	0.305	0.3	0.357	0.349	0.298	0.294	0.332
		Kemampuan pelayanan	X2.4	0.28	0.2	0.31	0.073	0.209	0.171	0.154
		Daya tahan	X2.5	0.251	0.257	0.309	0.207	0.199	0.317	0.346
3	Personal selling (X3)	Jumlah sales	X3.1	0.252	0.154	0.22	0.321	0.272	0.168	0.255
		Kemampuan sosialisasi produk	X3.2	0.222	0.236	0.338	0.379	0.336	0.207	0.264
		Keramah tamahan	X3.3	0.331	0.292	0.385	0.265	0.118	0.212	0.3
		Respon sales	X3.4	0.203	0.152	0.213	0.359	0.18	0.291	0.167
4	Internet marketing (X4)	Jumlah MedSos	X4.1	0.231	0.239	0.202	0.225	0.192	0.149	0.197
		Informasi up to date	X4.2	0.256	0.229	0.272	0.296	0.329	0.219	0.279
		Kejelasan informasi	X4.3	0.197	0.18	0.307	0.329	0.261	0.184	0.169
		Fitur layanan website	X4.4	0.255	0.214	0.312	0.414	0.239	0.27	0.294
		Respon layanan website	X4.5	0.319	0.236	0.273	0.285	0.389	0.259	0.272
		Kemudahan informasi	X4.6	0.289	0.275	0.351	0.35	0.3	0.256	0.254
		Frekuensi pencarian informasi	X4.7	0.275	0.28	0.447	0.369	0.333	0.375	0.296
5	Lokasi dealer (X5)	Jumlah dealer	X5.1	0.105	0.313	0.189	0.179	0.239	0.247	0.196
		Jarak dealer	X5.2	0.322	0.26	0.243	0.355	0.213	0.318	0.252
		Akses ke dealer	X5.3	0.353	0.233	0.313	0.389	0.294	0.328	0.277
		Waktu tempuh	X5.4	0.121	0.18	0.308	0.283	0.289	0.26	0.289
		Ukuran dealer	X5.5	0.259	0.098	0.24	0.285	0.147	0.195	0.295

Source: Primary data processed by researchers, 2019

CLOSING

Conclusions

Based on the results of research related to the effect of price, quality, personal selling, internet marketing, and dealer location on customer satisfaction of XYZ accessories in DKI Jakarta, the conclusions obtained are as follows:

1. XYZ accessories prices have a positive and significant effect on the level of customer satisfaction of XYZ

accessories in DKI Jakarta of 0.178. The price fixation indicator has a major influence on customer satisfaction of XYZ accessories in DKI Jakarta amounting to 0.455. If the price of XYZ accessories does not change according to economic conditions and consumer purchasing power. This will improve the quality of service at XYZ dealerships while increasing customer satisfaction with XYZ accessories.

2. The quality of XYZ accessories has positive and significant influence on the level of customer

satisfaction of XYZ accessories in DKI Jakarta amounting to 0.178. Product performance is a major factor in determining the level of customer satisfaction XYZ accessories in DKI Jakarta is 0.395.

3. *Personal selling* has a positive but not significant effect on the level of customer satisfaction XYZ accessories in DKI Jakarta, because the significance value > 0.05 is equal to 0.418. This is due to the rise of internet media users in product promotion.
4. *Internet marketing* has a positive and significant effect on the level of customer satisfaction for XYZ accessories in DKI Jakarta by 0.234. Indicator of frequent customers seeking information about XYZ accessories through the internet media has a high influence in increasing customer satisfaction XYZ accessories in DKI Jakarta by 0.447.
5. Dealer location has a positive and significant effect on the level of customer satisfaction of XYZ accessories in DKI Jakarta amounting to 0.162. With easy access to the dealer will improve the quality of service provided by the dealer while simultaneously increasing customer satisfaction.
6. The independent variables (price, product quality, *personal selling*, *internet marketing* and dealer location) simultaneously influence the customer satisfaction of XYZ accessories in DKI Jakarta.

Advice

For Academics

Further research can explore customer satisfaction with XYZ accessories with different area characteristics to obtain results with broader demographics, geography and psychography. Koefien test results of determination (R^2) obtained value of 0.587 where the figure implies that the price, quality products, *personal selling*, *internet marketing* and dealer locations affect consumer satisfaction 58.7%, while 41.3% are influenced by variables that exist in This research, so that in terms of research variables, further research can be done on variables that do not yet exist in this study and have an important influence on the level of customer satisfaction of accessories in DKI Jakarta in accordance with the pre-survey results which include the design of accessories and the neatness of the accessories installation process. Further research also allows exploring whether the variable design of accessories and the tidiness of the installation process have a different impact on customer. Customer satisfaction compared to competitor accessories in DKI Jakarta.

For the Company (PT XYZ)

Researcher recommends to the XYZ dealer management to carry out a marketing program according to three priorities. Indicator of product information search frequency from variables *internet marketings* the factor with the biggest influence on the level of customer satisfaction in DKI Jakarta. What needs to be done is to utilize product promotion through electronic media (*websites*, *Instagram*, *Facebook*) to facilitate customers in accessing information. In addition, it is necessary to add attractive features and help consumers including product specifications, price simulations, *digital payments*, and instructions for the dealer selling the closest XYZ accessories. The addition of features that can interact directly with consumers can be considered by the dealer management.

The second priority is to carry out an accessories pricing policy program. XYZ dealer management needs to consider the economic conditions and purchasing power of consumers in determining the price of accessories. The third priority is to carry out a socialization program regarding the quality of XYZ accessories. This needs to be done by dealer management to maintain good product performance.

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