

## **Pump Up Your Sales With These Remarkable Sales Responsiveness Marketing On Customer Satisfaction In The Automotive Industry Tactics**

<sup>1</sup>Eman Sulaiman, <sup>2</sup>Ronaldi Wijaya

<sup>1,2</sup>Sekolah Tinggi Ilmu Ekonomi Cirebon

\*<sup>1</sup>Email: emans.aero@gmail.com, <sup>2</sup>Email: ronaldiwijaya8@gmail.com

---

### **Abstract**

The purpose of this study was to examine the effect of responsiveness marketing on customer satisfaction in the Automotive Industry. To test these variables, researchers used customers at PT. AUTO2000 Cirebon as the object of research. This type of research is quantitative descriptive. The research was conducted using a survey method by distributing questionnaires to 100 customers. The results of research on responsiveness marketing, showed that it positively significantly affected customer satisfaction that the calculation results obtained  $t\text{-count} > t\text{-table}$ ;  $2.812 > 0.677$ . Then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a significant influence between responsiveness marketing on customer satisfaction. R Square of 0.75. This shows that the percentage of the contribution of the independent variable of responsiveness marketing on the dependent variable of customer satisfaction is 75 percent.

**Keywords:** Responsiveness, Marketing, Customer Satisfaction, Service Quality

---

### **INTRODUCTION**

The development of automotive industry sales in Indonesia continues to increase, especially the car sales sector. Data from GAIKINDO (The Association of Indonesia Automotive Industries) showed that wholesale car sales in May 2021 were still 1,397.26% (yoy) higher than car sales in May 2020 of 3,661 units. This data shows that during the COVID-19 pandemic, automotive industry sales were still increasing.

Why is there an increase? Many factors can cause an increase in sales, one of which is the service quality factor (Cagáňová et al., 2019) which can improve the economy (Valarie A Zeithaml, 2000). According to (Kotler, 2012) quality service products have an important role to form customer satisfaction. Based on the concept of (Parasuraman et al., 1988) regarding service quality which is very important for companies for after-sales service (Murali et al., 2016). The dimensions of service quality (Ramya et al., 2019) are reliability, responsiveness, assurance, empathy, tangibility. Where one of them is responsiveness. The definition of responsiveness is about how companies provide services that are responsive to all customer wants and needs. Usually this responsiveness is also followed by a coherent delivery but still easy to understand (V.A. Zeithaml et al., 2013).

Service quality that affects customer satisfaction is still very relevant to be researched, especially the automotive industry sector (Shokouhyar et al., 2020), because consumer behavior is very dynamic along with the times (Sima et al., 2020). Another factor that can affect the level of consumer satisfaction is consumer confidence. Consumer trust will arise because there is a belief that the parties involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the parties involved in the exchange. Meanwhile (Akbar Mohammad Muzahid Noorjahan Parvez, 2009) if one party believes that the other party's actions will bring positive results for the first party, trust can be develop.

Therefore, companies must start thinking about the importance of customer service more maturely through service quality, because now it is increasingly realized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Pei et al., 2020). Responsiveness is a central point for service companies because it will affect customer satisfaction. Customer satisfaction will arise if the quality of service is good which will have a positive impact on customer satisfaction.

**Factors Affecting Customer Satisfaction** In determining customer satisfaction there are The five factors that companies must consider (Lupiyoadi & Hamdani, 2011) include: (1) Product quality, that is, if their results show that the products they use are of high quality, customers will be satisfied. (2) Service quality or service quality, that is, if the customer gets good service or is satisfied as expected. (3) Emotion, that is, when customers use a certain brand's products, they will feel proud and believe that other people will be surprised by him, and a certain brand's products often have higher satisfaction. The satisfaction obtained is not because of the quality of the product, but because of society or self-esteem that makes customers satisfied with certain brands. (4) Price, that is, products with the same quality but relatively low price will provide customers with higher value. (5) Cost, that is, customers who do not need to incur additional costs or waste time to obtain a product or service are often satisfied with the product or service.

This research is different from previous research (Alaan, 2016; Soenaryo, 2015; Surbakti & Widyarini, 2010) which conducted research on the whole variable of service quality, while this research carried out theory and constructs. The development of the construct in this research is the responsiveness of marketing construct, built from the synthesis of service quality theory (Ramya et al., 2019; Valarie A Zeithaml, 1988) dan teori marketin and marketing theor (Hunt, 2017) for the independent variable which is the novelty of this study, and the dependent variable namely customer satisfaction (Albayrak, 2018; Rather et al., 2019).

## METHOD

This is a descriptive quantitative research, the use of the sampling method of participants in this study is the consumers of PT. AUTO 2000 which is the subject of research is located in the city of Cirebon, West Java, Indonesia. In

this study, the population is consumers or customers who visit PT. AUTO2000 Cirebon of the total visitors who came for a period of 3 months from March 2020 to June 2020 amounted to 1,560 people. The sample size was taken using the probability sampling method (Suliyanto, 2018) so that the total respondents were 100 respondents. The measurement uses a Likerts Summated Ratings (LSR) scale with alternative choices of 1 to 5 answers (Hair, Joseph E & Al., 2014), the research instrument uses a questionnaire.

The responsiveness marketing questionnaire questions were built and developed from (Judge Jr & Zeithaml, 1992), the points are as follows (1) Officers Respond to every customer/applicant who wants to get service, Officers provide services quickly, (2) Officers perform services appropriately, (3) Officers provide services carefully, (4) officers provide services at the right time (5) All customer complaints are responded to by officers.

As for customer satisfaction, it was adopted (Ilieska, 2013; Rahim et al., 2012) with the following questions: (1) I feel the product or service obtained is in accordance with the promotion, (2) the service obtained is in accordance with the promotion, (3) The facilities obtained are in accordance with the promotion, (4) the strategic location of the Auto2000 Workshop, (5) Complete health services are available, (6) I advise friends or relatives to take advantage of the service products offered because of the satisfactory service, (7) I Advise friends or relatives to take advantage of the products and services offered because of adequate facilities.

## RESULTS AND DISCUSSION

This validity is measured by correlating the item score with the total item score. In this case the correlation coefficient whose significance value (level of significance) is less than 5% indicates that these items are valid as forming indicators. Meanwhile, to test reliability, the researcher uses the alphacronbach value. The measuring instrument is said to be reliable if the cronbach alpha is 0.60 (Suliyanto, 2016). To determine the value of the validity and reliability of the measuring instrument, the researcher used the SPSS (Statistical Program for Social Science) for windows program. The results of the validity test using the SPSS version 26 program are using the Pearson Moment Product through Corrected ItemTotal Correlation with the results of responsiveness marketing validity 0.676 meaning that the data is valid, while for the customer satisfaction variable with a validity value of 0.676 and declared valid.

The reliability test on the Responsiveness Marketing variable Cronbach's Alpha value of  $0.803 > 0.70$  means that the data is reliability data and the results of the Reliability test on the Customer Satisfaction variable Cronbach's Alpha value of  $0.78 > 0.70$  means that the data is reliable data.

The results of the normality test in this study using the Kolmogorov-Smirnov value obtained the following results that the asymp.Sig (2-tailed) value of 0.10 is greater than 0.05, so it can be concluded that the research data is normally distributed.

The heteroscedasticity test of this study used the Glejser test and the results obtained: the value of Sig Responsiveness Marketing (X) was  $0.823 > 0.05$ , meaning that this variable did not occur or was free from heteroscedasticity symptoms

**Table 1: Simple Linear Regression Test**

**Coefficients<sup>a</sup>**

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	47.913	3.240		14.787	.000
	X	.243	.086	.273	2.812	.004

a. Dependent Variable: y

Hypothesis Testing - T test: The results of data analysis statistically prove that there is a positive and significant influence between the responsiveness variables on customer satisfaction at PT. AUTO2000 Cirebon is shown from the Standardized coefficients beta value of 0.86 besides that it can also be seen from the t\_count value of the responsiveness variable of 2.812 with a sig value of 0.04 then partially it can be said that the responsiveness hypothesis affects customer satisfaction at PT. AUTO 2000 Cirebon is acceptable.

This result agrees with the research (Soenaryo, 2015) The results of this study indicate that service quality has a positive and significant effect simultaneously on customer satisfaction and partially on responsiveness, reliability, and tangible variables on customer satisfaction at PT AJ Sequislife Trusty branch, further research (Surbakti & Widyarini, 2010) The findings indicate that the level of satisfaction of the complainant with the service recovery has not been significantly influenced by the perception of fairness. The limitation in this study is the number of variables, which are only two variables, namely the responsiveness marketing variable and customer satisfaction, future research is expected to explore the supporting variables to increase consumer satisfaction. From the region and the sample only researched in one car dealer, namely PT. Auto2000, in the future is expected to expand the number of research samples. The next limitation is that this research is only carried out in the automotive sales sector and its scope is only for car sales in the future, it is expected to research in other sectors.

## CONCLUSION

The average score of the Responsiveness Marketing (X) questionnaire that has been answered by respondents is 94.56%. This means that the Responsiveness Marketing variable (X) is said to be good, that the average value of the questionnaire score on the Customer Satisfaction variable (Y) which has

been answered by the respondents is 96.8%. This means that the variable Customer Satisfaction (Y) is said to be very good.

The results showed Responsiveness Marketing at PT. Auto2000 Cirebon has an effect on customer satisfaction. The results of the partial test of regression analysis X obtained that the t-count value is more than t-table, meaning that H<sub>0</sub> is rejected, so it can be concluded that Responsiveness Marketing has a partial and significant effect on customer satisfaction for services at PT AUTO2000 Cirebon. Based on the results of the coefficient of determination test that has been carried out, the Responsiveness Marketing variable has a positive and significant influence on customer satisfaction at PT. Auto2000 Cirebon with an R Square value of 0.75 means that the data indicates that Responsiveness Marketing has a contribution of 75% to customer satisfaction at PT. Auto2000 Cirebon and the remaining 25.0% are influenced by other factors not examined by the author. The results of this study contribute to knowledge about service quality in terms of responsiveness marketing

## REFERENCES

- Akbar Mohammad Muzahid Noorjahan Parvez. (2009). Impact or Service Quality, Trust, and Customer Satisfaction on Customers Loyalty. *ABAC Journal*, 29(1), 24–38.
- Alaan, Y. (2016). Responsiveness dan Assurance terhadap Customer Satisfaction: Penelitian pada Hotel Selera Bandung. *Jurnal Manajemen*, 15(2), 255–270.
- Albayrak, T. (2018). Classifying daily tour service attributes by three-factor theory of customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 19(1), 112–125.
- Cagáňová, D., Hlásniková, P. R., Vraňáková, N., & Chlpeková, A. (2019). Intellectual capital as a key factor in the automotive industry. *Mobile Networks and Applications*, 24(6), 2024–2031.
- Hair, Joseph E, J., & Al., E. (2014). *A Primer on Partial Least Squares Structural Equation Modeling {PLS-SEM}*. SAGE Publications, Inc.
- Hunt, S. D. (2017). Strategic marketing, sustainability, the triple bottom line, and resource-advantage (RA) theory: Securing the foundations of strategic marketing theory and research. *AMS Review*, 7(1), 52–66.
- Ilieska, K. (2013). Customer satisfaction index—as a base for strategic marketing management. *TEM Journal*, 2(4), 327.
- Judge Jr, W. Q., & Zeithaml, C. P. (1992). Institutional and strategic choice perspectives on board involvement in the strategic decision process. *Academy of Management Journal*, 35(4), 766–794.
- Kotler., & Keller. (2012). *Manajemen Pemasaran*. (12th ed.). Erlangga.
- Kotler, P. (2012). *Manajemen Pemasaran: Jilid 1 (Edisi Mile)*. Prehallindo.
- Lupiyoadi, R., & Hamdani, A. (2011). *Manajemen Pemasaran jasa*” edisi 2: Salemba Empat. Jakarta.
- Murali, S., Pugazhendhi, S., & Muralidharan, C. (2016). Integration of IPA and QFD to assess the service quality and to identify after sales service

- strategies to improve customer satisfaction—a case study. *Production Planning & Control*, 27(5), 394–407.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL – a multiple item scale for measuring consumer perceptions of service quality. *J. Retail.*, 64(1), 12–40.
- Pei, X.-L., Guo, J.-N., Wu, T.-J., Zhou, W.-X., & Yeh, S.-P. (2020). Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. *Sustainability*, 12(18), 7436.
- Rahim, A. G., Ignatius, I. U., & Adeoti, O. E. (2012). Is customer satisfaction an indicator of customer loyalty?
- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its dimensions. *EPRA International Journal of Research & Development*, 4, 38–41.
- Rather, R. A., Tehseen, S., Itoo, M. H., & Parrey, S. H. (2019). Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science*, 29(2), 196–217.
- Shokouhyar, S., Shokoohyar, S., & Safari, S. (2020). Research on the influence of after-sales service quality factors on customer satisfaction. *Journal of Retailing and Consumer Services*, 56, 102139.
- Sima, V., Gheorghe, I. G., Subid, J., & Nancu, D. (2020). Influences of the industry 4.0 revolution on the human capital development and consumer behavior: A systematic review. *Sustainability*, 12(10), 4035.
- Soenaryo, J. (2015). Analisis Pengaruh Responsiveness , Reliability , Assurance , Emphaty , Dan Tangible Agen Pt Aj Sequislife Terhadap Kepuasan Pelanggan Pada Cabang Surabaya - Trusty. *Agora*, 3(1), 23–28.
- Suliyanto. (2016). *Ekonometrika Terapan: Teori dan Aplikasi dengan SPSS*. Andi Offset.
- Suliyanto, P. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis & Disertasi*. Andi Publisher.
- Surbakti, N., & Widyarini, M. (2010). Pengaruh Service Recovery Pada Kepuasan Pelanggan: studi Kasus AUTO2000 Bandung. *Jurnal Administrasi Bisnis*, 6(1).
- Zeithaml, V.A., Bitner, M. J., & Gremler, D. D. (2013). *Services Marketing: Integrating Customer Focus Across the Firm* (6th ed.). Mc. GrawHill.
- Zeithaml, Valarie A. (1988). Consumer Perceptions Of Price , Quality , And Value : A Means-. *Journal of Marketing*, 52(2), 22.
- Zeithaml, Valarie A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science*, 28(1), 67– 85.