ANALYZING THE SERVICE QUALITY OF TOYOTA TENDEAN WORKSHOP (CV KOMBOS) USING IMPORTANCE AND PERFORMANCE ANALYSIS (IPA)

ANALISIS KUALITAS SERVIS BENGKEL TOYOTA TENDEAN (CV KOMBOS) MENGGUNAKAN ANALISA KEPENTINGAN DAN KINERJA

By:
Feradha Ticonuwu[1]
Joice Lapian[2]
Johan Tumiwa[3]

[1,2,3] *International Business Administration (IBA) Program, Faculty of Economics and Business*
Sam Ratulangi University, Manado, 95115, Indonesia

E-mail:
feradhachad@gmail.com
joicelapian@yahoo.com
johantumiwa@gmail.com

ABSTRACT: *Service quality is an important factor in customer service. Customers service expectation from past experiences and marketing communications make customer satisfy with the service quality. Car is an important thing that is thought to help facilitate human life. Since the means of transportation is discovered, movement of human life becomes more easy and dynamic. More importantly, the car should be in service at the dealership workshop in order to comfort and stability of the car maintained. CV. Kombos in PT. Hasjrat Abadi Manado Tendean street give service like change oil , tune up , repair body and engine cars , and after sales service monthly regularly.The aim for this study is to analyze the service quality of Toyota Tendean Workshop (CV.Kombos) using Important and Performance Analysis. This research has identified 10 elements of service quality attributes which are: The facilities and tools , the comfortable of waiting room , the quick service , staff able explain about product or damage , staff can provide solution , the quickest workers handle the customer complaints , safety products , customer trust , staff understand customer needs , staff provide simplicity.*

Keywords: *Service quality , Importance and Performance Analysis*

ABSTRAK: *Kualitas pelayanan merupakan factor paling penting dalam pelayanan untuk pelanggan. Ekspektasi pelanggan dari pelayanan sebelumnya dan komunikasi pemasaran yg membuat pelanggan puas dengan kualitas pelayanan. Mobil adalah barang penting yang membantu memfasilitasi kehidupan manusia. Sejak arti transportasi ditemukan , pergerakan kehidupan manusia menjadi lebih muda dan dinamika. Lebih penting lagi mobil harus di servis di bengkel dealer supaya bias ada kenyamanan dan keseimbangan mobil terjaga. CV Kombos di PT. Hasjrat Abadi Jln. Tendean Manado memberikan servis berupa ganti oli , tune up , memperbaiki body dan mesin mobil , dan servvis berkala tiap bulan. Tujuan dari pembelajaran ini untuk menganalisa kualitas pelayanan bengkel Toyota Tendean (CV Kombos) menggunakan analisa kepentingan dan kinerja. Penelitian ini telah mengidentifikasi 10 elemen atribut kualitas pelayanan yaitu fasilitas dan peralatan, kenyamanan ruang tunggu, kecepatan servis, karyawan dapat menjelaskan tentang produk atau kerusakan, karyawan bias memberikan solusi, kecepatan pekerja menangani keluhan pelanggan, keamanan produk, kepercayaan pelanggan, karyawan mengerti kebutuhan pelanggan, karyawan memberikan kemudahan.*

Kata Kunci *: Kualitas pelayanan, Analisa kepentingan dan kinerja*

INTRODUCTION

Research Background

In this globalization era where technology and science increase rapidly, it makes human also increasingly being creative in creating something new or innovating with something that already exists, for example in terms of crafting business opportunity . Consumers now are very critical in choosing a product. As all know that the product offer is currently very diverse and numerous, not least for the car which is now experiencing very rapid development. Car is an important thing that is thought to help facilitate human life. Since the means of transportation is discovered, movement of human life becomes more easy and dynamic. More importantly, the car should be in service at the dealership workshop in order to comfort and stability of the car maintained.

Toyota is the largest car manufacturer in the world producing. In addition to producing cars, Toyota also provides financial services and care services for damaged cars. In Indonesia, Toyota is one automotive company that has been widely known and used in almost all over the world. Toyota has been operating in Indonesia was decades ago. Toyota good in offering a wide variety of vehicles to meet all the needs of consumers in different market category, as well as the ability to innovate to continually renew the product offering in line with customer demands and technological developments and trends in the automotive world.

PT. Hasjrat Abadi is a dynamic company that sells Toyota vehicles and accessories, original spare parts, car servicing, and financing options systematically with customers in Eastern and Central Indonesia. These regions have a rapid economic growth rate, stable and has a wealth of resources. One of that region is North Sulawesi. In PT. Hasjrat Abadi, for service cars and manage the workshop in dealer is CV. Kombos. PT. Hasjrat Abadi establish partner after-sales service and workshop named CV. Kombos to complete the facilities sales and service units. PT. Hasrat Abadi take care the sales cars and manage company business while CV. Kombos that serves servicing and repair damage body and engine cars.

PT. Hasjrat Abadi Manado located on Tendean street established on October 8, 2012. PT Hasjrat Abadi Manado Tendean street have a strategic location and adequate facilities. CV. Kombos in PT. Hasjrat Abadi Manado Tendean street give service like change oil, tune up, repair body and engine cars, and after sales service monthly regularly. Customers are given facilities such as waiting room to wait for the car is being serviced. In the waiting room are equipped with air conditioning, sofa, TV, smoking area and provided services like drinks and snacks for customers. Based on the previous explanation, the researcher is interested to "Analyzing the service quality of Toyota Tendean Workshop (CV.Kombos) using Important and Performance Analysis (IPA)."

Research Problem

According to the research background above, the problems that can be identified are drawn in form of questions as follow:
How is the service quality of Toyota Tendean Workshop (CV.Kombos) using the importance and performance analysis?

Research Objective

The objectives of this research is:
To identify the importance and performance of service quality in Toyota Tendean Workshop (CV.Kombos)

THEORETICAL FRAMEWORK

Marketing

Burns and Bush (2006) defined marketing as an organization faction, not group of person or separate entity within the firm. Actually, it is also a set of processes and not a single tactic such as creating and end-aisle display. The process create, communication, deliver value to customers. Marketing is not trying to sell customer something rather it is providing customers with something they value. The objective of marketing is to create and manage customer relationship for the benefit of the organization and its stakeholder. According to Kotler (1991:756) defines marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing is create customer value, built relationship with customer and get feedback from customer.

Service

According to Kotler (2002:212), service can be defined as any action or activities offered by one party to the other, which basically is something intangible and does not result in any ownership. A product/service may result from or may not be related to the physical product. According to Norman (1991), service is the action and interaction in the form of social contact between producers and consumers is more that just the result of an uninterrupted. According to Zeithaml and Bitner (2003) "services is basically the entire economic activity without putting in addition to the product in a physical sense, consumed and produced at the same time, provide added value and in principle intangible to the first buyer."

Service Quality

Parasuraman et al (1988) said that service quality is about what consumer makes an opinion of an overall firm's brilliance or superiority. Traditionally, service quality has been conceptualized as the difference between customer expectation regarding a service to be received and perception of the service being received (Gronroos,2001). According to Rangkuti (2006), service quality is the delivery of services that will exceed the level of customer interest. According to Tjiptono (2012:178-181) has filed five dimensions of service quality are (1) Tangibles; (2) Reliability; (3) Responsiveness; (4) Assurance; and (5) Empathy.

Customer Satisfaction

According to (Richard and Jones, 2008), customer satisfaction is defined as the evaluation of satisfaction after the purchase results of the comparison between pre-purchase expectations with actual performance. Boselie, P Hesselink & Wiele (2002) stated that customer satisfaction is defined as the determinant that how much the firm's goods, maintained, services and improvements are capable of meeting the expectations of the customers.

Previous Research

Service Quality and its Relationship with Customer Satisfaction and Loyalty in a Saudi Arabian Automobile Company by Minwir Al-Shammari & Ahmad Samer Kanina. In this study, they talked about Cars owners expect to receive excellent qualityof service not only while the purchasing process is going on, but even after the car has been purchased. Today's customers expect to receive reminders when their vehicles' periodic service is due, to be able to book a service appointment easily and to receive personalized treatment. Investigating service quality dimensions in South African motor vehicle servicing by Adele Berndt. The purpose of this research was to determine service quality in vehicle servicing in South Africa, specifically due to the increasing sales figures that have been recorded. The research has indicated that while the statements associated with a traditional servqual can be used to evaluate service quality, the dimensions (as reflected in the factors identified) are not clear. For this reason, alternative dimensions have been proposed in the South African context, and these can be used to improve the customer experience. Service quality in the automotive industry by Zima Liliana Adela. The aim of this improvement process is to identify the customer comeback, the cause of this and eliminating them. After you tracked your Comebacks for a while, you'll begin to see specifically where the majority of "avoidable" Comebacks are coming from in your after sales departments. Measurement of Service Quality of an Automobile Service Centre by Rajnish Katarne and Satyendra Sharma. The main aim of this research was to measure current service quality level of an automobile dealership in an Indian city. The research was focused on only one factor of dissatisfaction i.e. delays in delivery.

RESEARCH METHOD

Type of Research

This research using a quantitative method that formed from the respondents responses by a questionnaire.

Place and Time of Research

The study was conducted in Manado from the period of August-September 2016.

Population and Sample

The population of this research is all customers of Toyota Tendean Workshop (CV.Kombos) that can be respondent about Service Quality of Toyota Tendean Workshop (CV.Kombos) in Manado. The sample of this research is the customers of Toyota Tendean Workshop (CV.Kombos) using purposive sampling with 50 customers.

Importance and Performance Analysis

The IPA model is divided into four quadrants, with importance on the y-axis and performance on the x-axis. The four-quadrant IPA matrix is shown in Fig. 3.6.1. Quadrant I is labeled "Concentrate Here", with high importance/low performance, which indicates that the attributes are perceived to be very important to respondent, but performance levels are fairly low. This sends a direct message that improvement effort should concentrate here. Quadrant II is labeled "Keep Up the Good Work" with high importance/high performance, indicating that the attributes are perceived to be very important to respondent, and at the same time, the firm seems to have high level of performance on these actions. The message here is to keep up the good work. Quadrant III is labeled "Low Priority" with low importance/low performance. Any attributes falling into this quadrant are non-important and pose no threat to organizations. Quadrant IV is labeled "Possible Overkill" with low importance/high performance, indicating that employees are satisfied with the performance, but the specific attribute is relatively non-important.
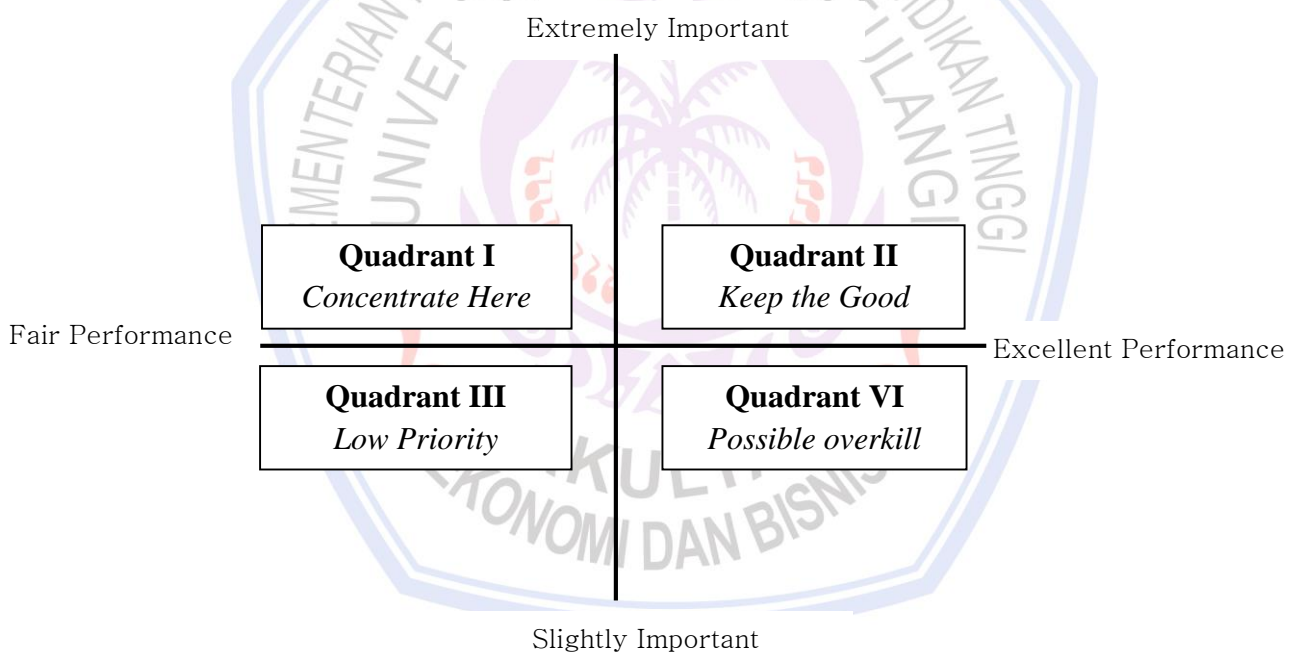
Figure 1 Importance-Performance Grid

Source: Adapted from Martila and James (1997): Importance-Performance Analysis. Journal of Marketing.

Result and Discussion

Table 1. Validity Test

		Avr_Impr	Avr_Perf	Avr_Impr_Perf
		Correlations		
Avr_Impr	Pearson Correlation	1	.794(**)	.946(**)
	Sig. (2-tailed)		.000	.000
	N	50	50	50
Avr_Perf	Pearson Correlation	.794(**)	1	.948(**)
	Sig. (2-tailed)	.000		.000
	N	50	50	50
Avr_Impr_Perf	Pearson Correlation	.946(**)	.948(**)	1
	Sig. (2-tailed)	.000	.000	
	N	50	50	50

** Correlation is significant at the 0.01 level (2-tailed).
Table 1. shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.
Source: Process Data, 2017

Reliability Test

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.916	3

Source: Process Data, 2017

Table 2. shows that Alpha Cronbach is 0.916 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Table. Attributes, Importance Mean, Performance Mean, Quadrant

Service Quality Attributes	Importance Mean	Performance Mean	Quadrant
The facilities and tools of CV Kombos	4.6	3.96	1
The comfortable of CV Kombos waiting room	4.4	4.2	2
The quick service performed in accordance with time promised	4.42	4.18	2
The staff able to explain about product or damage	3.66	4.1	3
The staff can provide best solution to customer complaints	4.34	4.24	2
The quickest workers handle the customer complaints	3.78	3.86	3

Service Quality Attributes	Importance Mean	Performance Mean	Quadrant
Feel safe using Toyota products	4.36	4.38	2
Customer trust when service	3.78	3.86	3
The staff understand what customer needs	4.36	4.4	2
The staff provide simplicity	4.06	3.86	3
Average	4.176	4.104	

Source: Process Data, 2017

Discussion

In order to answer the problem, this research uses service quality dimension to analyze the service quality of Toyota Tendean Workshop (CV Kombos). The attributes of service quality dimension that are used in this research are as follows: Tangible (The facilities and tools of CV Kombos and The comfortable of CV Kombos waiting room), Reliability (The quick service performed in accordance with time promised and The staff able to explain about product or damage), Responsiveness (The staff can provide best solution to customer complaints and Quickest workers handle the customer complaints), Assurance (Feel safe using Toyota products and Customer trust), and Empathy (The staff understand what customer needs and The staff provide simplicity).

The researcher has considered all those attributes which come from theories, books, journal and other supporting sources in constructing this research. These attributes become the foundation of questionnaires used to collect the data. The collected data are scored with the Likert scale and are then tabulated and analyzed with Importance and Performance Analysis. The result of this research shows the importance of the attributes to the customers and how well the performance of the company is according to the customers as seen on the quadrant.

CONCLUSION AND RECOMMENDATION

Conclusion

This research has identified 10 elements of service quality attributes which are: The facilities and tools , the comfortable of waiting room , the quick service , staff able explain about product or damage , staff can provide solution , the quickest workers handle the customer complaints , safety products , customer trust , staff understand customer needs , staff provide simplicity .
1. In quadrant 1 which is the facilities and tools shows that the company deliver a deficient performance to customer.
2. In quadrant 2 which are the comfortable waiting room , the quick service , staff provide solution , safety products and staff understand customer needs The facilities and tools of CV Kombos , the quick service , staff provide solution , safety products and staff understand customer needs, these result shows that company deliver the performance as good as the customer's expectations.
3. In quadrant 3 which are the staff provide simplicity, staff explain about products, the quickest workers handle the customer complaints, and customer trust assessed to low priority when the important and performance values are in low level.
4. There are no attributes in this quadrant 4 means that the company did not deliver such as useless service to the customers.

Recommendation

By looking in the discussion and the result of the research, some recommendation has been made as listed below:

1. Even though there is only 1 attributes that plotted in this quadrant which is The facilities and tools but the company still need to pay attention because facilities and tools is quite important for the cars service.

2. The company only has to keep it's usual performance for the attributes in quadrant 2, and even better company can improve those service quality to the customer to make them more satisfied and loyal in order to achieved the company's goals.
3. There are 4 attributes in this quadrant 3, those attributes are not important to customer so the CV Kombos should not give more attention to these attributes.

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