The Influence Of Service Quality And Customer Satisfaction On Customer Loyalty At Herijaya Bandar Lampung Workshop

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Abstract – Quality is important of service And satisfaction customer influence on customer loyalty. The population includes Herijaya workshop customers, involving a sample of 100 respondents. This study aims to understand the impact of the variable (X_1) variable (X_2) on the variable (Y) directly. Use t sampling technique, non-probability sampling method (non-random sampling) applies purposive sampling technique. Using validity and reliability test methods through analysis of classical assumption test data, correlation coefficient, coefficient of determination (R^2) and multiple linear regression . In this study there is a tendency that the variable (X_1) is significant to the variable (X_2), the variable (X_1) is directly significant to the variable (Y), and the variable (X_2) is significant to the variable (Y). Research recommendations include strategies to increase customer loyalty by consumers, and increase employee competency through training. This research contributes to the understanding of service quality factors at Bengkel Herijaya and provides a basis for further research in the automotive industry.

Keywords – Service Quality, Customer Satisfaction And Customer Loyalty

I. INTRODUCTION

Background

For a service, the importance of quality service recognized as factor key in achieving success and building customer loyalty. According to (Choiriah & Liana , 2019) service define as effort achieving desires and interests customer as well as the accuracy of delivery is in line with their expectations . In another study, (Dewi et al, 2014) , (Hidayat & Firdaus, 2014) , (Michele & Siagian, 2019) and explains that the existence of a quality service has a positive and significant influence on consumer commitment loyalty . If quality service is proven to be widespread it can create customers feel satisfied (Kusyana & Purwaningrat, 2020) .

Satisfaction towards customer important element in support customer who is loyal. (Thungasal & Siagian, 2019) states that satisfaction is " a person feels happy and curious, a person expects the completion of a skill, there is a (result) in the desire for a service and the emergence of a satisfactory result ." The results of the researchers' study , (Sulistyawati & Smeinari, 2015) , (Pratiwi & Seminari, 2015) , (Dewi et al, 2014) , (Rahmat & Hidayat, 2014) , (Michele & Siagian, 2019) and (Thungasal & Siagian, 2019) shows the quality or not of the fulfillment of consumers who come, then customers tend to be satisfied with the results of their service business .

In another study (Dewi et al, 2014) , (Rahmat & Hidayat, 2014) , (Michele & Siagian, 2019) , as well as (Thungasal &

Siagian, 2019) states that whether they are satisfied or not has a good and important impact on loyal customers . Loyal customers have behavioral interactions (intended behavior) what is desired regarding a service offered (Selnes, 2003) . Meanwhile, this study is more novel than previous studies by (Octavia, 2019) (Shasfanny et al., 2019) which results in the absence of service quality on customer loyalty, (Asti & Ayuningtyas, 2020) there is no influence between quality and satisfaction. So the researcher tries to compare the variations in the variable (X_1), (X_2), (Y), research methods, and the results of the research conducted are all significant variables, referring to the relationship between all variables, this journal clearly highlights the three key elements in the service business context in the automotive industry.

The Herijaya Bandar Lampung Workshop, which has never been studied before by other research, as a research subject in the context of service quality, customer satisfaction and customer loyalty is interesting to research and investigate. Established in 2012, this workshop provides general service for wheeled vehicles four. With professional employees who have experience 10 years, Herijaya Workshop has great potential to understand how their service quality can influence customer satisfaction as a result, creating customer loyalty .

Table 1. 1 Customer Workshop Herijaya Motorcycle 2019-2023

No	Year/Year	Amount
1	2019	214
2	2020	192
3	2021	257
4	2022	288
5	2023	195

Source : Workshop Herijaya Motorcycle, 2023

On **T able 1.1** there are research gaps that need to be filled , as well as phenomena that occur Herijaya Bengkel has experienced an imbalance in the last 5 years in terms of customer loyalty. The research gap is found in the lack of studies that specifically explore the relationships between variables in full. Where the level of customer satisfaction is a key factor in determining business success in services . Here, business actors must make efforts to ensure that customers are satisfied, safe and comfortable in choosing, lest the quality we have decreases and in the end we lose consumers or customers (Maharani & Alam, 2022)

In context study This, there are a number problem Which must identified And solved , namely Herijaya Bengkel has service quality that reaches the standards expected by customers, and what aspects of service quality can be achieved improved. And how high is the level of satisfaction of workshop customers? Herijaya in the service towards customer satisfaction provided , is There is factors certain Which contribute on level satisfaction customer . And what is the correlation between quality and satisfaction and the level of customer loyalty at the Herijaya Bengkel. Are satisfied customers tend to more loyal, or are there other factors ? causes consumers to become loyal .

Formulation of the problem :

On the background behind on, The researcher found the problem formulation, namely variable (X_1) affects variable (X_2) Workshop Herijaya, Is There is influence variable (X_1) against variable (Y) Workshop Herijaya , Is There is influence variable (X_2) on the variable (Y) Workshop Herijaya .

Purposes:

As for researchers aim to understand is variable (X_1) influences the variable (X_2) in the Workshop   Herijaya, what is variable (X_1) influences the variable (Y) in the Workshop Herijaya, for understand is variable (X_2) influences the variable (Y) in the Workshop Herijaya

Benefit Study :

Expected there is an increase in understanding and scientific thinking, about service quality is able to attract consumer interest For choose a service car repair at Bengkel Herijaya and contribute to general knowledge. Study This hope for guidance from capital owners to make related decisions placements invest their costs on workshops vehicle high quality that always places customer satisfaction as a top priority .

II. THEORETICAL BASIS

Quality Service

In (Tjiptono, 2008: 59) is defined as " increasing the high level of achievement of a service or product, namely monitoring the process as closely as possible with the aim of achieving the expectations desired by consumers ". If the service is approved by the consumer, there is customer desire, if it produces satisfactory quality , it is proven that the service is very good . According to Gronoos (Ratminto & Winarsih, 2005:2) service quality refers to consumer actions that are not physically visible, arising from consumer involvement with employees or elements provided by service providers that are useful as problem solving between consumers or companies. Quality Service has dimensions interpreted as value criteria comprehensive by customers towards superior service products .

Customer satisfaction

In accordance with the view of (Kotler & Keller, 2009: 164) satisfaction is a person's expression of happiness or sadness that arises from differentiating the results achieved through the product and then consumer desires emerge. (Bearden & Teel, 1983) through (Woodside et al., 1989) stated that customer satisfaction, positive recommendations, repeat purchases, consumer loyalty to the market are generally considered important factors.

Loyalty Customer

Dick And Basu Through (Hasan, 2008: 84) reveals that loyal consumers have a high initiative towards consumer goals through purchasing, using a service, and the tendency to use it repeatedly. Study conducted by (Palilati, 2004:67) disclose If "Loyalty in using a service/product is defined as tending to what is produced in a service, then the emergence of a satisfied and happy consumer attitude, which is done by purchasing repeatedly and having consistency in the decision to use the product/service." If individuals think well and positively, they tend to be loyal without knowing where the purchase comes from.

Framework of Thought Study
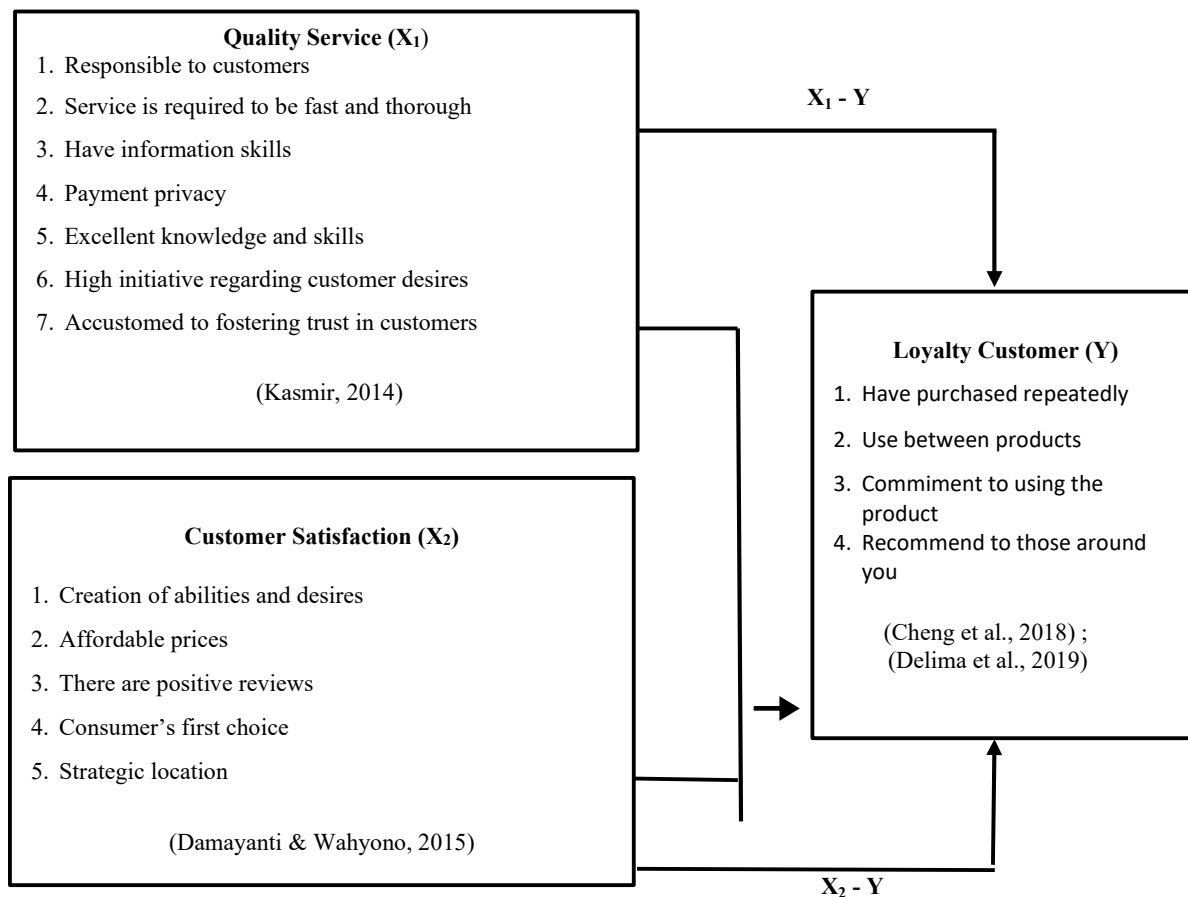
Hypothesis Study
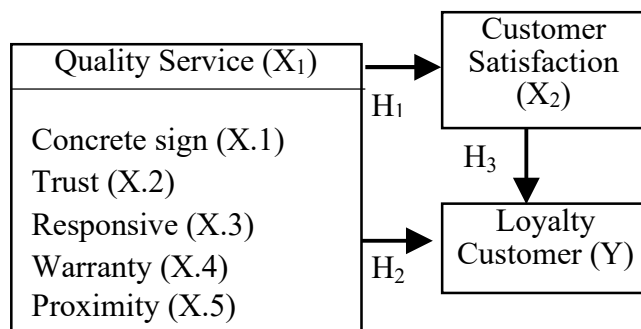
Source: Data processed

The researcher wrote the hypothesis framework above, then the hypothesis obtained was:

H_1 : (X_1) significant effect on (X_2).

H_2 : (X_1) significant effect on (Y).

H_3 : (X_2) significant effect on (Y).

III. RESEARCH METHODOLOGY

Researchers apply an interpretive approach through quantitative methods. The location of this research is Bengkel Herijaya

Bandar Lampung which is located at Jl. H. Agus Salim Persada No. 4, Kaliawi, District. Tj. Karang Pusat, Bandar Lampung City. The population of this study consists of customers visiting the Herijaya Bengkel to carry out car repairs . A sample of 100 respondents who met the indicator criteria in the variable operational table, used the technique non probability sampling (sampling not random) through the purposive sampling method, Data collection uses a questionnaire.

Data Types and Sources

In completing data sources through secondary data, secondary data collection is used. This data is the availability of data through combining factual references in the form of notes, social media information, business studies by media informants, websites, the internet, websites, etc. Meanwhile, data collection through a 5 year *Time Series* , from 2019 to 2023, obtained from field research, and selection and analysis of journals and study reviews, was carried out to obtain data and information closely related to the topic of service quality increasing customer satisfaction and customer loyalty at the Herijaya Bengkel Bandar Lampung.

Instrument Study

The instrument used is a questionnaire guideline of 30 statements , According to the variables studied in an orderly manner, the researcher then collects data from customers Workshop Herijaya Car.

Method Analysis Data

Complete all data and tabulate it, then analyze the hypothesis that has been prepared. This study has an analytical approach which is transformed into the aim of testing the correlation coefficient, testing classical assumptions with the Kolmogrov Smirnov normality test, heteroscedasticity, multicollinearity, auto correlation, coefficient of determination (R^2), and multiple linear regression. Because researchers want to see in detail all the normally distributed data. D in natural logarithm form and using the help of the *Statistical Program for Social Science* (SPSS) software version 23.0

Hypothesis testing was completed using a multiple linear regression analysis model.

T Test (Partial)

The aim is to see the influence of each independent variable on the dependent by looking at the results of the significance value > or < 0.05 and comparing the T_{table} and $T_{calculated\ values}$, where the T_{table} is obtained at the significance level ($a = 0.05$), df = (n) − (k).

a.   If $T_{count} > T_{table}$ accept H_0 , reject H_1 at the 95% confidence level.

b.   If $T_{count} < T_{table}$ accept H_1 , reject H_0 at the 95% confidence level

F Test (Simultaneous)

Aims to examine how much the independent variable as a whole influences the dependent variable referring to whether the significance value is > or < 0.05 and compares the F_{table} with $_{the\ calculated\ F}$, where the F_{table} is obtained at a significance score ($a = 0.05$), df = (n) − (k-1).

a.   If $F_{count} > F_{table}$ accept H_0 , reject H_1 at an accurate score of 95%.

b.   If $F_{count} < F_{table}$ accept H_1 , reject H_0 at an accurate score of 95%

Coefficient of Determination Test

R square is to add up the estimated values with high accuracy using the independent variable formula through an explanation of the dependent variable. Before carrying out a multiple linear regression test, according to (Ghozali, 2018) there are certain criteria and having a score fulfilled in multiple linear regression, namely the classic assumption test which has the types of normality, multicollinearity, heteroscedasticity and autocorrelation tests to see the quality of the data and ensure that all data is normal so that provide an explanation in which the results of the overall regression equation have a concrete fit to the data through an appropriate data calculation mechanism.

a. The normality test has the function of measuring the regression model, abnormal or residual variables have a good level of distribution, the *Kolmogorov Smirnov Z test* has the function of seeing whether the significance value of a variable is > 0.05 or < 0.05. It is useful in determining whether the data is normally distributed or not.

b. The function of the multicollinearity test is to measure in the regression formula the discovery of correlation between independent or independent variables, the finding of *Tolerance scores* and *Variance Inflation Factor* (VIF) scores, the *Tolerance score* < 0.1 in the VIF score > 10 there are data finding multicollinearity, in the total score *Tolerance* > 0.1 at a VIF value < 10 in the presence of abnormal data is declared not to be multicollinearity.

c. The heteroscedasticity test has the function of testing the regression model for findings of uneven variations in the residual scores from several observations made, so this study uses the Glejser test.

d. The autocorrelation test has a function related to research that uses time series data (secondary data), therefore researchers use or apply the autocorrelation test. If the autocorrelation results are dw < dl or dw > 4-dl, there are autocorrelation findings. If the score level du < dw < 4-du indicates that there is no autocorrelation. And if the value dl < dw < du or 4-du < dw < 4-dl means no conclusions can be drawn. The values of dl, du, 4-dl, and 4-du are obtained from the Durbin-watson table a = 0.05% in determining overall the sample (n) and comprehensive for the independent variable (k)

3.1 Variable Operational Table

Variable	Understanding	Indicator	Scale
Quality Service (X$_1$)	Skills company to meet user interests and expectations in line what customers expect. (Tjiptono, 2012)	1. Have responsibility answer towards consumers 2. Provide services with speed and accuracy 3. Communicate effectively 4. There is privacy in transactions 5. Have knowledge Andcapable in a service 6. There is an understanding of consumer interests 7. Build consumer confidence (Kasmir, 2014)	Scale Evaluation1-5
Satisfaction Customer (X$_2$)	A nonconformity reaction occurs when the initial desire to achieve the results received is suitable for use. (Irawan, 2012)	1. Consistency between outcomes through desires 2. Payment in accordance 3. feedback is accepted 4. The main purpose in election 5. Affordable place (Damayanti & Wahyono, 2015)	Scale Evaluation1-5

Loyalty Customer (Y)	Response Which tightly related to commitment to maintain reflected loyalty in purchase repeated (Tjiptono, 2012)	1. Back to doing purchase 2. Make a purchase traffic of goods /services 3. Commitment to a product/service 4. Provide recommendations to nearby users (Tjiptono, 2012)	Scale Evaluation1-5

IV. RESULTS AND DISCUSSION

Validity and Reliability Testing

Table **4.1** – **4.3**

Table 4. 1 Variable Recapitulation (X_1)

Question	r count	r table	Results
X1.1	0.799	1,955	Valid
X1.2	0.752	1,955	Valid
X1.3	0.722	1,955	Valid
X1.4	0.735	1,955	Valid
X1.5	0.703	1,955	Valid
X 1.6	0.703	1,955	Valid
X1.7	0.543	1,955	Valid
X1.8	0.693	1,955	Valid
X1.9	0.627	1,955	Valid
X1.10	0.727	1,955	Valid

Source : Results SPSS V.23

Table 4. 2 Recapitulation Variable (X_2)

Question	r count	r table	Results
X2.1	0.538	1,955	Valid
X2.2	0.786	1,955	Valid
X2.3	0.559	1,955	Valid
X2.4	0.581	1,955	Valid
X2.5	0.674	1,955	Valid

X2.6	0.795	1,955	Valid
X2.7	0.784	1,955	Valid
X2.8	0.792	1,955	Valid
X2.9	0.664	1,955	Valid
X2.10	0.794	1,955	Valid

Source : Results SPSS V.23

Table 4. 3 Recapitulation Variable (Y)

Question	r count	r table	Results
Y1.1	0.75	1,955	Valid
Y1.2	0.676	1,955	Valid
Y1.3	0.757	1,955	Valid
Y1.4	0.703	1,955	Valid
Y1.5	0.747	1,955	Valid
Y1.6	0.736	1,955	Valid
Y1.7	0.819	1,955	Valid
Y1.8	0.807	1,955	Valid
Y1.9	0.703	1,955	Valid
Y1.10	0.711	1,955	Valid

Source : Results SPSS V.23

It is known from the recapitulation that it is proven that the results of all the statements used are valid, it is known that r count > r table (1.955).

Table 4. 4 Reliability Test Results

Service quality	0.88	0.6	Reliable
Customer satisfaction	0.876	0.6	Reliable
Customer loyalty	0.906	0.6	Reliable

Source : Results SPSS V.23

Proven reliability through the addition of Cronbach's Alpha through the reliability instrument . **Table 4.4** This research proves that all Cronbach's Alpha values have reached an increase of 0.6 , so the total number of variables is included in the reliable category .

Classic Assumption Test Results

Normality Test Results

Through processing Kolmogrov-Smirnov test data (KS test) aims to evaluate the level of normality of the data. A variable is assumed to follow a normal distribution proven through *Monte Carlo analysis . Sig* . (2-tailed) > increase in alpha by 5%. Evidence of the normality test is proven in **Table 4. 11** . following:

Table 4. 11 Normality Test Results

		Unstandardized Predicted Value
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	6.15591977
Most Extreme Differences	Absolute	.127
	Positive	.107
	Negative	-.127
Statistical Tests		.127
Asymp. Sig. (2-tailed)		,000 [c]
Monte Carlo Sig. (2-tailed)		.073 [d]

The table proves the Normality Test , this research It was proven that the results of the respondents were normally distributed were collected from the results of the *Monte Carlo Sig analysis.* (2-tailed) 0.073 > 0.050 or an alpha level of 5% .

Heteroscedasticity Test Results

The Heteroscedasticity Test aims to state that in the regression model there is inequality between variations in residual scores from several other studies (Ghozali, 2016) . In this study, the Glejser test is applied to the regression model, because for data that tends not to occur heteroscedasticity has certain criteria:

•The sig or significance value is <0.05 for heteroscedasticity findings.

•The sig or significance value is > 0.05, there is no finding of heteroscedasticity (Ghozali, 2016) .

The results of the heteroscedasticity test in **Table 4.12** show that there is a sig value > 0.05, meaning there are no findings of heteroscedasticity (Ghozali, 2016) .

Table 4.12 Heteroscedasticity Test Results

Model	*Sig* value	Terms *sig*	Results
X1	,888	0.05	Does not experience heteroscedasticity.
X2	,162	0.05	Does not experience heteroscedasticity.

Multicollinearity Test Results

Table 4.13 Multicollinearity Test Results

Model	*Tolerance* Value	VIF	Results
X1	,294	3,404	Does not experience multiconierity
X2	,294	3,404	Does not experience multiconierity

In the findings of the multicollinearity values in table 4.12, it shows that the existence of independent variables in the variables (X_1), (X_2), with respect to the variable (Y) at the Herijaya Bandar Lampung Workshop does not experience multicollinearity, this is because the *Tolerance value is* > within 0.1 and the value VIF < on 10.`

Auto Correlation Test Results

Based on the results of linear regression analysis, the *Durbin-Watson value* is 1,891, found in the *Durbin-Watson table* with a significance of 0.05, (K ; the 4-dL score produces 3,106 and the resulting score from 4-dU is 2,172.

Durbin-Watson autocorrelation test is as follows:

Table 4.13 Auto Correlation Test Results

Mark	Conclusion
dW < dL or dw > 4-dL	Data autocorrelation occurs
du < dw < 4-dU	There is no autocorrelation in the data
dL < dW < dU or 4-dU < dW < 4-dL	So there is no conclusion

Based on the conclusion drawing table in **table 4.13,** it can be seen that the score dU < dW < 4-dU or 1,828 < 1,891 < 2,172 has a number in the *Durbin-Watson test* that can draw the conclusion that the data does not experience autocorrelation.

Hypothesis test

First Hypothesis Testing

States that there is an influence (X_1) on (X_2) . Based on the regression test produced in **Table 4.5** , namely :

Table 4.5. Regression Test Results of the influence of variables (X $_1$) between variables (Y)

Coefficients ^{a}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,878	2,138		5,089	,000
	Customer satisfaction	,765	,050	,840	15,349	,000

a. Dependent Variable: Service quality

Source : Results SPSS V.23

From **Table 4.5** it is seen that t The count reaches 15.349, there is a significance coefficient of 0.000. The significance amount of 0.000 has a low level at 0.05, then t calculated as 15.3 49 > t table as much as 1.972 concluding that the first hypothesis in this test is valid, it can be concluded that (X$_1$) influences (X$_2$) . The regression equation can be formulated based on table **T able 4.5** , namely: **Y = a + b$_1$ X$_1$ Y = 1 0.878 + 0.765 X$_1$** With the formula above, it can be seen through the explanation below, namely :

The variable regression coefficient (X$_1$) is 0.765 , indicating that the number of levels (X$_1$) of 1 % will correlate with an increase in (X$_2$) amounting to 0.765 % .

Table 4.6. Effect Determination Coefficient Test Results (X $_1$) with (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^{a}	,496	,491	4,095

a. Predictors: (Constant), x1

Source : Results SPSS V.23

From **Table 4.6** , the total R^2 is 0.496 the presence of the characteristic (X$_1$) has an influence on the variable (Y) of 49.9 6 % , while the remaining 50.0 4 % is through explanation of characteristics other than (X$_1$) .

Second Hypothesis Testing

The result of the second hypothesis is that (X$_2$) m e has an influence on (Y) . Below are the data results from the regression analysis shown in **Table 4.7** below:

Table 4. 7 Regression Test Results for the Influence of Variables (X$_1$) between variables (Y)

Coefficients ^{a}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,633	2,328		7,143	,000
	Customer loyalty	,617	,055	,751	11,258	,000

a. Dependent Variable: Customer satisfaction

Source : Results SPSS V.23

Table 4. 7 looks t The calculation reached 11.258, it was proven that the significance coefficient was 0.000. It is known that there

is 0.000 significance tends to be slightly at 0.05, and t The count reached 11.258 > t table of 1.972 , concluding that this hypothesis was declared valid, significant and acceptable . Conclusions can be drawn , it has been proven X_2 has an effect on Y . The regression equation can be formulated based on **Table 4.7 ,** namely : **Y = a + b_1 X_1 Y = 16.633 + 0.617 X_1**

With the formula above, it explains that : (X_1) has a regression coefficient of 0.617 indicates an increase in customer satisfaction (X_1) by 1 % resulting in a result (Y) of 0.617 .

Table 4. 8 Determination Coefficient Test Results (X_2) with (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,751 ^{a}	,564	,560	3,127

a. Predictors: (Constant), Customer loyalty

Source : Results SPSS V.23

Can be seen **in Table 4. 8** The total R2 is 0.564, the existence of (X_2) in this variation shows that the variation in the variable (Y) is 56.4% , the remaining 43.6 % is proven by the different characteristics of (X_2).

Third Hypothesis Testing

The results of the third hypothesis were proven to be found (X_1) has an influence on (X_2). The following data **in Table 4.9 presents** the following data processing:

Table 4. 9 Regression Test Results for the Influence of Variables (X_1) between variables (X_2)

Coefficients ^{a}					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,481	2,627		,944	,347
x1	,923	,060	,840	15,349	,000

a. Dependent Variable: Religiosity

Source : Results SPSS V.23

From **Table 4. 9** looks total t The count reached 15.349, having a significance coefficient of 0.000. Having a significance of 0.000 tends to be smaller at 0.05, then t count of 15,349 > t table of 1,972 concludes that the second hypothesis is highly accepted through processing the test . Thus, it has been proven (X_1) affects the variable (X_2) . The regression equation can be formulated based on **Table 4.9** , namely: **Y = a + b_1 X_1 Y = 2.481 + 0.923 X_1**

In the formula above, that is: variable regression coefficient (X_1) of 0.923 indicates that an increase in (X_2) of 1% increases customer confidence by 0.923%.

Table 4. 10 Coefficient of Determination Test Results (X_1) with (X_2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,840 ^{a}	,706	,703	2,567

a. Predictors: (Constant), x1

Source : Results SPSS V.23

Evidence **Table 4.10 ,** has a total R of ^{2} reached 0.7 06 there is variation in (X_1) It can be proven that variations occur within (X_2) amounted to 70.6% while as much as 29.4% was proven by different variables other than (X_1).

Test (Simultaneous) F

Table 4.11 F test results

Model	F table	F count	Sig	Information
1	3,056	67,557	0,000	Significant

Based on the results of the anova test, the results obtained from the $_{\text{calculated}}$ F were 67,557 and had a total significance of 0.000 in the results from the F_{table} of 3.056, which means that the $_{\text{calculated F}} > F_{\text{table}}$, the conclusion was that the hypothesis H_0 was rejected and H_1 had a complete overall (simultaneous) score for the independent variables. such as (X_1), (X_2), with respect to the variable (Y).

Discussion :

It can be seen that there is a coefficient score for the variable (X_1) or *constant* of 0.496. If it is supported by factors such as variables (X_2), and (Y) is assumed to be (0), then the service quality of 0.496 is equal to 0 because the *constant value is* minus.

1. Service quality

Having a number of variable regression coefficients (X_1) which is 0.706 , it can be interpreted that if the level of quality service obtained has increased by 1% , the variable level (X_2) has increased by 70.6%. This is due to building confidence on the part of consumers, speedy service, having responsibility towards consumers, and others that can support the results of service quality at Bengkel Herijaya Bandar Lampung.

2. Customer satisfaction

The regression coefficient score for the variable (X_2) is 0.564, so there is an explanation that if the variable (X_2) experiences an increase in value of 1% , it will experience an increase of 56.4% for the variable (Y). This is due to the consistent increase in results through desires, appropriate payments, affordable places. Apart from that, the main goal in consumer selection is to get better expected results and contribute to increasing customer satisfaction. These results are in accordance with studies by (Warganegara & Alviyani, 2020) and (Astuti & Lutfi, 2020) which states that service quality has a significant effect on customer satisfaction .

3. Customer loyalty

The regression coefficient value of the variable (Y) is 0.496 , so it can be interpreted that if the variable (Y) increases by 1%, it will reduce the amount of variation by 49.96%. This is caused by repeat purchases, commitment to a product/service, providing recommendations to local users, even though there are limitations in repeat purchases but trying to become an optimal consumer. Apart from the replacement of quality goods when carrying out repairs, employees also encourage consumers to carry out car repairs at the Herijaya Bandar Lampung Workshop regularly.

Regression equation results

A regression equation analysis has results that prove the existence of a variable (X_1) of 0.765 , the elasticity of the variable (X_2) is 0.9 23 , then the variable (Y) is 0.617, amounting to 0.617 % . The results show that there are differences in the variables entered tends to be lower than the value 1 . So the occurrence of service quality and customer satisfaction variables has a significant impact . Get *hypothesis testing results* produced through the overall results of the *regression* function on the value then adding up the total value of the regression coefficient results from each independent variable $(Y) = a + b_1 X_1$ $Y = 2.481 + 0.923 X_1$. Obtaining the total value from this formula, it can be concluded that the quality of service through customer satisfaction has increased (*increasing return to scale*), because it has a significance of 0.000 which tends to be lower than the amount of 0.05 . From the summation results, a conclusion shows that the indicators in the variable operational table are (X_1), (X_2) and variables (Y) such as providing services with speed and accuracy in variable (X_1) and indicators of the main objectives in consumer selection in variable (X_2) and the indicator of commitment to a product/service in variable (Y) produces greater additional output.

V. CONCLUSIONS AND RECOMMENDATIONS

In this study, we have explained and presented in a complete and concrete way, conclusions can be drawn, namely: the data findings and analysis are explained factually, there are variables (X_1), (X_2), and (Y) simultaneously contributed 70.6 % to the variation in customer satisfaction at the Herijaya Bandar Lampung Workshop. Partially, variables (X_1), (X_2), and (Y) which has a significant relationship to the variable (Y). Even though all variables are partially significant, it is important to note that other factors outside the research variables also influence customer loyalty at Bengkel Herijaya Bandar Lampung.

Recommendations are given to related parties, including employees, government and entrepreneurs, to increase customer loyalty based on the results of studies that have been conducted. Apart from that, this study can serve as a basic reference for further research in further exploration regarding service quality factors.

SUGGESTION

To increase customer loyalty at the Herijaya Workshop, it is recommended that employees consider service quality more intensively by expanding their reach to consumers. Apart from that, the role of entrepreneurs in regulating and supervising the pricing of car repairs at the repair shop is crucial to supporting market stability. Emphasis on improving skills and knowledge through mechanical employee counseling run by the government and training centers is also considered important to help employees adopt the best methods for service quality. Apart from that, the government needs to provide more significant incentives or performance percentage results in the automotive industry to encourage motivation and welfare of mechanics in Lampung Province. It is hoped that interactions between employees, the government and various related parties can increase the productivity and welfare of the automotive sector in the Lampung Province region. The author provides suggestions to Bengkel Herijaya Bandar Lampung to increase service quality. This research is useful and can be used as a reference for future researchers, as well as as a guide for business people in the workshop sector.

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