

The Influence of Service Quality, Price, and Promotion on Consumer Satisfaction at AHASS Anugerah Disa Motor Sidoarjo

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ABSTRACT

Objective: This study aims to determine the effect of service quality, price and promotion on consumer satisfaction. **Method:** This study uses a quantitative approach as a research method. The population of this study is all consumers of Ahass Anugerah Disa Motor Sidoarjo who service and purchase spare parts at Ahass Anugerah Disa Motor Sidoarjo. This study uses a sample of 100 people selected based on respondent criteria using a purposive random sampling technique. The data used in this study are primary data, obtained through distributing questionnaires via Google From distributed to consumers. Quantitative data analysis techniques use statistical methods to analyze the data. The statistical method used is SPSS 25. **Results:** Based on the results of the study, it was found that service quality has a positive and significant effect on consumer satisfaction of Ahass Anugerah Disa Motor Sidoarjo. Price has a positive and significant effect on consumer satisfaction of Ahass Anugerah Disa Motor Sidoarjo. Promotion has a positive and significant effect on consumer satisfaction of Ahass Anugerah Disa Motor Sidoarjo. Furthermore, in this context, service quality, price, and promotion were simultaneously proven to have a significant impact on customer satisfaction at Ahass Anugerah Disa Motor Sidoarjo. **Novelty:** This study highlights the simultaneous influence of service quality, price, and promotion on consumer satisfaction in the context of motorcycle service and spare part purchasing at Ahass Anugerah Disa Motor Sidoarjo.

INTRODUCTION

In the current millennial era, the development and competition of the business world are getting tighter, with many new business people emerging, both product and service businesses. This makes businessmen have to make mature strategies and innovations in maintaining their business world, and businessmen must also provide products and services according to the needs of today's consumers. In addition, businessmen must be able to maximize and upgrade their company's work performance properly and efficiently in accordance with procedures, so that they can provide satisfaction and comfort to consumers when purchasing the company's products or services. With good service quality, consumers will feel that the desired needs are well met and consumers will be interested again to make repurchases on these service products. With the quality of service that can affect consumer satisfaction by having a positive impact on a business, loyalty and comfort will be formed for consumers and the company's reputation will be better and increase rapidly in products and services. In addition, if consumers get poor service, it will have a bad impact on the company. Therefore, every business person or company must know the desire of consumers for

products or services in accordance with what consumers need today, by providing comfort to the quality of services and facilities in the company [1], [2].

Service quality is a form that must be planned and tried as much as possible by the Company to consumers, this takes a long time by designing the right strategy and implementing it at a time that suits the needs of the Company. The service quality factor can be seen from what is provided by the Company to consumers, namely the expected service in accordance with what the consumer wants and the perceived service of the consumer well. If the quality of service is better, the quality of service provided by the Company will have a positive impact and the higher the satisfaction of consumers to trust the Company. so that the Company will have advantages and will always be remembered by consumers. The quality of service provided in order to meet the needs of consumers according to what is expected by providing good and comfortable service to consumers, this is why consumers will feel satisfied with the quality of service provided by consumers. In addition to service quality, there is a need for prices in the business world, both in services and a product in the company. This price is very important in the business world to achieve the company's goals. [3], [4], [5].

In the business world, prices are usually used as a benchmark for trading goods from a company to consumers and distributors. In this case, price is a means of exchange that can be equalized with money in order to obtain a product and/or service of individuals or groups at a separate time or simultaneously. Price is also the most important variable in the field of marketing where price can influence consumers to buy a product or service. Price can be said to be the value that is related to the benefits that consumers get from a product and service and compared according to their respective abilities, if the benefits obtained by consumers increase, the value of a product also increases, this can create consumer satisfaction. The price set by the company depends on the company's policy, both from products, raw materials, and so on. The price of a product is relatively similar, so that the price set by other competitors is not too high and can be reached by consumers. In addition to the best price and to meet consumer satisfaction in order to meet the target and achieve the company's goals, the company must make an attractive promotional strategy in increasing sales, this is so that it can attract consumers and be accepted by the wider community [6], [7], [8], [9].

Promotion in business is very important where promotion is one of the most effective strategies for the sales and marketing of a Company, this promotional activity is a communication tool between the Company and consumers in conveying information about service products and their benefits in order to attract consumers to be interested in using these service products. owned by the Company, where initially consumers did not know the service product to know and buy it and still always use the service product. Promotion is a form of activity carried out by a company to maintain its company by improving the quality of its sales through attractive promotions and directly influencing consumers to be interested in using the product or service. With promotions, the Company can increase the target market and can achieve the desired targets, and can increase customer loyalty well. in addition, the promotions offered by the Company are

very strong, inviting consumers to make choices in using the product and can be their own satisfaction for consumers, this can affect consumer satisfaction to improve the development of the company and the business world in the future [10], [11], [12].

The phenomenon that occurs at Ahass Anugerah Disa Motor Sidoarjo is sales promotion based on the previous research of Ahass Anugerah Disa Motor Sidoarjo as follows. The sale of products in spare parts and spare parts as well as service services, in a certain minimum quantity, is considered ineffective to meet the company's desired targets. The promotional tools used are discounts in the form of brochures and whatsapp broadcasts shown to regular consumers who have previously serviced and purchased spare parts at Ahass Anugerah Disa Motor Sidoarjo in order to increase sales of products and services.

Consumer satisfaction in business is very important which is used to maintain customer loyalty, so that customers always use the Company's products by ensuring good quality so that they are always remembered by consumers. Consumer satisfaction is a feeling of happiness shown by consumers when their needs and desires are in accordance with what is expected by customers who are satisfied with what the Company provides makes the Company's survival assets good and in accordance with the Company's previously set goals. Consumer expectations can be seen in the benefits obtained in the past and past experiences after using the service product as well as some comments from someone who has used the service product. Satisfied and happy consumers will be more loyal to use the service product and always use the service product without doubt and consumers do not mind the price if their needs are met well and will always give good comments to other consumers [13].

In previous research that service quality has a positive influence on consumer satisfaction, this can be seen from the researcher. Other research shows that service quality affects consumer satisfaction according to [14], [15].

In previous research that prices have a positive influence on consumer satisfaction, this can be seen from the researcher. Other researchers show that prices have a significant effect on consumer satisfaction [9], [16].

In previous research that promotion has a positive effect on consumer satisfaction, this can be seen from researchers Other researchers have shown that promotion has a significant effect on consumer satisfaction [9], [7].

Businesses engaged in motorcycle repair shops always prioritize the quality of service, prices and attractive promotions that have been offered by the Ahass Anugerah Disa Motor Sidoarjo Workshop. AHASS is an official motorcycle repair shop that provides special service and maintenance services for Honda motorcycles as well as providing spare parts products and the purchase of Honda motorcycle spare parts products. The Honda Ahass Anugerah Disa Motor workshop provides a comfortable and strategic place and provides free drinks for Ahass Anugerah Disa Motor Sidoarjo Consumers. Not only that, Ahass can also compete well for the quality of service services, fairly affordable prices, hold several interesting promotional events in an effort to attract consumers, and maintain consumers by prioritizing consumer satisfaction so that

consumers will always remember these products and services and continue to make repeat purchases in the future [1].

AHASS Anugerah Disa Motor Sidoarjo is an official workshop that accepts Honda motorcycles located in urban areas, precisely at Ruko natura Square Blok FF 9 - 10, Jln Raya Siwalanpanji, Buduran Sidoarjo, East Java, close to schools and housing. This condition makes AHASS Anugerah Disa Motor Sidoarjo an official Honda workshop with quite high customers and supported by trained, dexterous and skilled mechanics.

Problem formulation: Does Service Quality, Price and Promotion Have Consumer Satisfaction at Ahass Anugerah Disa Motor Sidoarjo

Research question: Does the influence of service quality, price and promotion affect consumer satisfaction at Ahass Anugerah Disa Motor Sidoarjo?

SDGs category: based on the introduction above, this research is included in the SDGs 8 category of "equitable and sustainable economic growth, an optimal and productive workforce and decent work for all." <https://sdgs.un.org/goals>

Literature Review

Quality of service

Service Quality is a form of service or service to meet consumer needs by providing a product or service and consumer responses to the quality of company service can be one of the main factors in consumer satisfaction, this can be a close relationship between service quality and consumer satisfaction [14], [17].

The service quality indicators that are presented [7].

- a. Physical evidence (Tangible): The company's proficiency in seeing the form of its existence through the external in the company.
- b. Reliability: The company's proficiency in providing appropriate services quickly and appropriately
- c. Responsiveness: The company's ability to show any information to consumers and provide a good service
- d. Assurance: The sincerity of the company's employees in showing confidence in providing service and comfort to consumers

The quality of service is important for the company because good service quality can invite consumers to purchase these products and services, this can also have a positive effect on the company and consumers and consumers will feel satisfied with the quality of service that has been provided by the company. The quality of service has a positive and significant effect on consumer satisfaction, this has been stated by,, , so with good and comfortable service quality, consumers will always make a repurchase of the service product and always remember the service product [14], [7], [15], [18].

Pricing

Price can be defined as a price that is easily achievable by all circles of society, both from the lower and upper classes. At the same time, consumers are very sensitive to prices, so that product prices or service prices that are quite high or low can make consumers feel that they have to reconsider in sorting and choosing a product with better quality, with good product and service results that will produce a high market value [2].

The price indicators presented include: [16].

- a. Price Affordability: The price set by the Company, able to reach consumers to make a purchase of a product or service that is seen from its quality, both the cheapest and most expensive and is flexible or easy to see by consumers.
- b. Price Similarity with Product Quality: Products that have good quality and high selling value will produce a price adjustment for consumers and will increase a high sense of trust from consumers.
- c. Price Competitiveness to Benefits: By knowing a good price, it will create a separate attraction to the item. Thus, it can produce a benefit for consumers in buying goods or services.

Price in the business world can influence consumers in making purchases of these products or services. the better the product or quality of service provided by the company, the higher the price that will be given, it can create consumer satisfaction and vice versa, if a service of the product or service is not good and not in accordance with the benefits obtained, it will affect the price to consumer satisfaction. This price has a positive and significant effect on consumer satisfaction, this is stated by research, [7] [10] [16] [9]

Promotions

Promotion is information that the Company conveys to buyers about its products and services by prioritizing quality, benefits and privileges in order to persuade consumers to buy and use these products and services. where previously consumers did not know the product became familiar because of the promotions that have been carried out by the Company [11].

Promotional indicators presented by [11]

- a. Advertising ; The Company's ability to make a marketing strategy as simple as possible by providing several discounts on a product or service through social media and print media to attract as many consumers as possible and can be known by the public
- b. Sales Promotion: The Company's ability to promote its products or services as attractive as possible in order to attract as many consumers as possible and increase sales
- c. Personal Sales: the ability of companies to provide information about their products directly (face-to-face) to consumers so that consumers buy and are interested in the product

Promotion for the company can attract consumers to use these products and services with the benefits obtained afterwards and maintain the company in its marketing activities for its products and services and improve the quality of good sales. This promotion has a positive and significant effect on consumer satisfaction, which is stated by, [19], [16], [7].

Consumer Satisfaction

Consumer satisfaction is a feeling that consumers show to the company when the needs and desires of consumers are met properly and have received maximum and flexible service, which can make consumers feel comfortable and satisfied with the

Company's services. In addition, customer satisfaction has one main goal in a company, both short-term and long-term goals [1]. Consumer satisfaction indicators are presented by: [15]

- a. Product Quality: The Company's ability to use good product quality
- b. Service Quality: The Company's ability to use and establish good and comfortable quality
- c. Price: The Company's ability to determine the price according to the quality of the product benefits they have

That consumer satisfaction is very important in the business world can be a strength in maintaining a business well in accordance with the goals that have been made before, with good service quality, affordable prices and very attractive promotions can invite as many customers as possible to always use the services and products owned by the company. This can encourage consumers to maintain and use the product well and always remember the quality of the product, the services provided. Previously, satisfied consumers will have a positive impact on the company in thanking the business world so that it can develop and provide a satisfying experience for consumers and consumers who are satisfied with what the company provides will become loyal consumers.

RESEARCH METHOD

The research conducted by this researcher is using a quantitative method using primary data. The location of this research was carried out at the Ahass Anugerah Disa Motor Sidoarjo workshop, which is located at Ruko Natura Square, Block FF 9-10, Jalan raya Siwalanpanji, Buduran Sidoarjo, East Java. The population in this study can be taken from consumers who have serviced their motorcycles at Ahass Anugerah Disa Motor Sidoarjo. The data collection method used is a research questionnaire which will be shared with respondents using Google Form as a means of research media, the author can obtain data on the quality of service, prices and promotions at Ahass Anugerah Disa Motor Sidoarjo. The measurement of variables in this study uses the Likert scale to measure a person's treatment, opinion and response to a social event or phenomenon. Using a score of 1 - 5 consisting of 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree) and 1 (strongly disagree). [10]

The sampling technique uses the purposive sampling technique. With the respondent criteria, among others: consumers who service and purchase spare parts, both permanent customers and new customers at Ahass Anugerah Disa Motor Sidoarjo. To measure the number of samples, looking at the number of populations in the study, the exact number is unknown, so the Cochran formula is used. [7]

$$n = \frac{z^2 p q}{e^2}$$

Description :

(n) = the number of samples that will be required

(z) = confidence level in the sample of 95 % with a value of 1.96

(p) = 50% true chance or 0.5

(q) = 50 % chance of error or 0.5

(e) = sample error rate (side error), 5 %

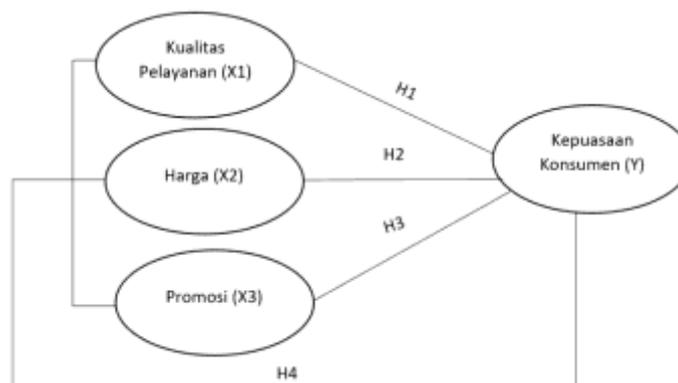
Known :

The confidence level used is 95% with a Z value of 1.96 and a maximum error rate of 10%. The number of sample sizes in this study is

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} = \frac{(3,8416) (0,25)}{(0,01)} = 96,04$$

Based on this calculation, it can be found that the number of samples that can be used in this study is 97 respondents and rounded by the researcher into 100 respondents from Ahass Anugerah Disa Motor Sidoarjo consumers, this research is processed using IBM statistical package for the social sciences (SPSS) version 25. With data analysis techniques, data quality tests, validity tests, reliability tests and classical assumption tests. data such as normality tests, multicollinearity tests, and heteroskedasticity tests, then the data will be tested using multiple linear regression analysis, partial tests (T tests), simultaneous tests (F tests) and determination coefficient tests (R² tests). This is to determine the influence or result between independent variables (X) and dependent variables (Y).

Conceptual Framework



Hypothesis:

H1 : service quality has a direct effect on consumer satisfaction at Ahass Anugerah Disa Motor Sidoarjo

H2 : price has a direct effect on consumer satisfaction at Ahass Anugerah Disa Motor Sidoarjo

H3 : Promotions have a direct effect on consumer satisfaction at Ahass Anugerah Disa Motor Sidoarjo

H4 : Service quality, price and promotions simultaneously affect consumer satisfaction at Ahass Anugerah Disa Motor Sidoarjo

Operational definition

1. Quality of Service (X1)

The operational definition of service quality refers to the opinions expressed by the quality of service defined as a form of service to consumers by offering products, spare parts and service services on motorcycles as well as consumer responses that can strengthen consumer relationships. Service quality indicators refer to those that are defined, including: [20], [7].

- a. Tangible evidence: the provision of facilities and comfortable rooms and skilled mechanics for consumers who perform services
- b. Reliability: providing fast and responsive service in serving consumers
- c. Responsiveness: providing clear information and handling consumer problems well and quickly
- d. Assurance: Ahass Anugerah Disa Motor employees have the flexibility to handle consumer problems and complaints properly

2. Price (X2)

Operational price definition refers to the opinion expressed by the price is operationally defined by a measuring instrument to determine the number of products to be traded. Price indicators refer to: [7], [16].

- a. Affordability Price: shows the price that is in accordance with the expectations or needs of consumers in the purchase of spare parts products and motorcycle service services
- b. Price Similarity to Product Quality: Price Similarity to Product Quality Desired by Consumers
- c. Price Competitiveness According to Benefits: Price Conformity to the Quality of Products Needed by Consumers and in Accordance with the Benefits Obtained by Consumers

3. Promotions (X3)

Operational Definition of promotion refers to the opinion expressed by the promotion is defined operationally as a way of informing or persuading consumers to buy products (spare parts) and service services [18].

The definition of operational promotion refers to [11].

- a. Advertising ; There is advertising offered by consumers to promote motorcycle spare parts products and services
- b. Sales Promotion: there are discounts offered by consumers for the purchase of motorcycle spare parts and service products
- c. Personal Sales: the existence of Ahass spare parts products offered by consumers according to the quality of the company

4. Consumer Satisfaction (Y)

The operational definition of consumer satisfaction refers to the opinion expressed by what is defined as a form of consumer satisfaction with the company by providing comfortable service and consumers feeling satisfied with the services provided. Operational Definition of consumer satisfaction refers to [16], [15].

- a. Product Quality: The quality of the spare parts products offered according to the price and consumer needs
- b. Service Quality: the quality of service provided by Ahass Anugerah disa Motor employees is very comfortable and in accordance with what consumers expect.
- c. Price: Providing affordable prices in the purchase of spare parts products and service services for consumers.

RESULTS AND DISCUSSION

Results and language

Cararteristic Respondents

Table 1. Respondent Characteristics

Variable	Gender	Respondents	Introduce yourself
Gender	Male	65	65%
	Women	35	35%
Age	20-30	75	75%
	30-40	9	9%
	40-50	16	16%
	Students	6	6%
Occupation	Students	26	26%
	Pns	5	5%
	Self-employed	17	17%
	Private Employees	46	46%
Purchase	1 Time	21	21%
	2-4 times	58	58%
	>5	21	21%

Source: Primary data processed, 2025

Based on the data in table 1, the characteristics of respondents for men are 65% or 65 people. While women are 35%. Or 35 people. In addition, the age category with the largest number of respondents is at the age of 20-30 years, which is 75 people, producing a percentage of 75%. While the smallest respondents are 30-40 years old, namely 9 people, produce 9%. This means that the majority of respondents have an age in the productive period, which is 20-30 years old. Based on the data on job characteristics above, it can be seen that there are more private employees with 46% compared to student jobs with 6% and civil servants with 5%. Table 1 above shows the number of purchases and services at Ahass with the highest number of respondents 58%, namely 2-4 times making purchases

and services at Ahass while the lowest number of respondents is 21%, which is 1 time and respondents more than 5 times who make purchases and services at Ahass.

Data Quality Testing

Validity test

Validity test is a form of testing that aims to calculate the accuracy of this research instrument. This is to find out the extent of the item questions that have been made before to test a model against the research. This can be seen by the criteria in this test which compares the correlation value of each question item to the total. The validity test of the questionnaire can be seen and fulfilled if it meets the following criteria: If the value of r_{is} calculated $> r_{table}$, then it is considered valid and vice versa, if r_{is} calculated $< r_{table}$, then it is considered invalid.

Table 4. Validity test results

Variable	Indicator	Calculation	r_{table}	Remarks
Quality of Service (X1)	KP1	0,561	0,194604	Valid
	KP2	0,726	0,194604	Valid
	KP3	0,748	0,194604	Valid
	KP4	0,664	0,194604	Valid
	FP5	0,629	0,194604	Valid
	KP6	0,684	0,194604	Valid
	KP7	0,617	0,194604	Valid
	FP8	0,663	0,194604	Valid
Price (X2)	H1	0,217	0,194604	Valid
	H2	0,201	0,194604	Valid
	H3	0,247	0,194604	Valid
	H4	0,243	0,194604	Valid
	H5	0,225	0,194604	Valid
	H6	0,238	0,194604	Valid
Promotions (X3)	P1	0,762	0,194604	Valid
	P2	0,697	0,194604	Valid
	P3	0,646	0,194604	Valid
	P4	0,729	0,194604	Valid
	P5	0,685	0,194604	Valid
	P6	0,671	0,194604	Valid
Consumer Decision (Y)	KP1	0,717	0,194604	Valid
	KP2	0,785	0,194604	Valid
	KP3	0,767	0,194604	Valid
	KP4	0,842	0,194604	Valid
	FP5	0,733	0,194604	Valid
	KP6	0,738	0,194604	Valid

Source : Primary data processed 2025

From the data of table 4. The above get in said valid if the r count is greater than the r table (r count $>$ r table) with a significant rate of 5 percent. In this study, the respondents numbered 100, so the known R table was 0.1946. The results of this validity test show that all question items in this study are considered valid because the research question items show that r is calculated to be greater than r table.

Reliability Test

The reahlability test aims to measure the extent to which the questionnaire is an indicator of a variable that is consistent and reliable. This rehab test research can meet the criteria if the cronbach alpha is 0.60, meaning that if a variable in this study has a cronbach alpha value (60, then the questionnaire can be said to be reliable. \geq 0,

Table 5. Reliability Test Results

Variable	Cronbac'h	
	Alpa	Remarks
Quality of Service (X1)	0,813	Reliable
Price (X2)	0,872	Reliable
Promotions (X3)	0,788	Reliable
Consumer satisfaction (Y)	0,861	Reliable

Source : Primary data processed 2025

From the data table 5. Above it can be concluded that all variables meet the criteria of reopenability, this can be seen if Cronbach's Alpha has a value above 0.60, so it can be said to be reliable with a service quality variable of 0.813, a price of 0.872, a promotion of 0.788 and consumer satisfaction in this study of 0.861. Thus, all of the above variables can meet the rehab criteria well.

Classic Assumption Test

The classical assumption test in the study is used to find out whether the assumptions that have been set are met, so that it can produce coefficients that should not be biased. The following are the methods used to detect the symptoms of these symptoms, including:

Normality Test

The normality test was used to determine the distribution of data on the variables that will be used in this study. Whether the distribution of bound variables is free, free or both in the regression model follows the normal distribution or not. Because the good and decent data in this study is data that has a normal distribution.

Using *the One Sample Kolmogorov-Smirnov* test. If the significance value $>$ 0.05, it can be concluded that the data is normally distributed. And conversely, if the significance value is $<$ 0.05, then the data is distributed abnormally. Below are the results of the normality test:

Table 6. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardi zed Residual
N		100
Normal Parameters, b	Red	,0000000
	Std. Deviation	2,35169867
Most Extreme Differences	Absolute	,086
	Positive	,059
	Negative	-,086
Test Statistic		,086
Asymp. Sig. (2-tailed)		,200c

Source : Primary data processed 2025

Based on table 6 above, it can be said that the normality test is declared to be normally distributed with values of $0.200 > 0.05$ in addition to ensuring that the data is distributed normally using the plot of regression test.

Multicollinearity Test

The multicollinearity test aims to check if there are symptoms of correlation between the independent variables in the regression. A good regression model should not show a correlation between independent variables. This is to identify signs of multicollinearity by checking the tolerance value and *VIF* (*variance Inflation Factor*) calculated using software *SPSS*. The results of the multicollinearity test are shown in the following table:

Table 7. Multicollinearity Test Results

Coefficient		Collinearity Statistics	
		Toleranc e	VIVID
1	Quality of Service	,660	1,514
	Pricing	,947	1,056
	Promotions	,649	1,540

Source : SPSS output data processed by researchers 2025

Based on table 7, it is known from the quality of service (X1) that it has a value *tolerance* 0.660 and the VIF value in service quality was 1.514. while Price (X2) has a value *tolerance* of 0.947 and the value of VIF at a price of 1.056. And the promotion (X3) has a value *tolerance* of 0.649 and the VIF value in the promotion was 1.540. It can be concluded that the value of *tolerance* of each variable is greater than 0.1 and the VIF is smaller than 10. This shows that there are no symptoms of multicollinearity between the free variables in this study.

Heteroscedasticity Test

This heteroscedasticity test aims to show whether there are variables that are not the same in each observation. This study to identify the existence of heteroscedasticity was carried out by *Glejser testing* with the criterion that if the *Sig* value exceeds 0.05, then it can be concluded that heteroscedasticity does not occur. Heteroscedasticity testing was performed using *SPSS Statistic 25 software for Windows*. The results of the heteroscedasticity test can be found in the following table:

Table 8. Heteroscedasticity Test Results

Variable	Sig.	Remarks
Quality of Service (X1)	0,621	Heteroscedasticity does not occur
Price (X2)	0,644	Heteroscedasticity does not occur
Promotions (X3)	0,508	Heteroscedasticity does not occur

Source : SPSS output data processed by researchers 2025

Based on table 8 above, it can be concluded that the significant value for service quality (X1) is 0.621 (> 0.05), the significant value for Price (X2) is 0.644 (> 0.05) and the significant value for promotion (X3) is 0.508 (> 0.05). Therefore, it can be concluded that there is no indication of heteroscedasticity or the occurrence of homocedasticity in the three independent variables in this study.

Linearity Test

The linearity test in this study aims to find out whether the two variables have a significant linear relationship. This test uses Test For Linearity with a significant level of 0.05. If the value of deviation from linearity is greater than 0.05, it can be declared linear. Linearity research is carried out using software *SPSS*. The results of the linearity research can be found in the table below

Table 9. Results of the Linearity Test
ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
y*x1	(Combined)	695,394	15	46,36	7,331	0
	Between Groups	558,221	1	558,221	88,279	0
	Linearity					
	Deviation from Linearity	137,173	14	9,798	1,549	0,112
	Within Groups	531,166	84	6,323		
Total		1226,56	99			

Source : SPSS output data processed by researchers, 2025

Based on table 9 above, the value of deviation from linearity has a significance value of 0.112 > from 0.05. Thus, it is stated that the service quality variable (X1) of the model is linear.

Autocorrelation Test

The autocorrelation test is used to determine whether or not there are deviations from the classical assumption of autocorrelation, namely the correlation that occurs between the residual of one observation and other observations in the regression model.

The criteria that were met were not autocorrelated in the regression model. The testing method is often used in the Durbin Watson Test (DW test). In this test, it is known that $N(100)$. And the results of this test can be seen that if $dU < DW < 4-dU$ then H_0 is accepted (no autocorrelation) $DW < dL$ or $DW > 4-dL$. then (H_0) is rejected (autocorrelation) $dL < DW < dU$ or $4-dU < DW < 4-dL$.

Table 12. Autocorrelation Test Results

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,744a	,554	,540	2,38670	1,649

Source : SPSS output data processed by researchers, 2025

From the table above, it can be seen that Durbin Watson can be seen in the table DW, namely $dL = 1.6131$ and $dU = 1.7364$ so $4 - dL = 4 - 1.6131 = 2.3869$ and $4 - dU = 4 - 1.7364 = 2.2636$

So the results of the autocorrelation test in table 12 above show that if durbin waston $(Du) < d < 4 - Du$ (durbin waston) is $1.7364 < 1.649 < 2.2636$, then H_0 is accepted (no autocorrelation) in this study

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis aims to determine the influence of service quality (X1), price (X2) and promotion (X3) on consumer satisfaction (Y). The following are the equations used in this study, including:

$$Y = \alpha + b_1X_1 + w_2X_2 + w_3X_3$$

Table 9. Results of Multiple Linear Regression Analysis Test

		Coefficient				
Models		Unstandardized	Standardized	t	Sig.	
		Coefficients	Coefficients			
		Std.				
		B	Error	Beta		
1	(Constant)	0,861	3,142		0,274	0,008
	Quality of Service	0,640	0,088	0,657	7,312	0,000
	Pricing	0,085	0,094	0,069	0,899	0,000
	Promotions	0,010	0,091	0,010	0,106	0,000

Based on the results of multiple regression analysis in table 9 above, the regression equation is obtained as follows:

$$Y = 0.861 + 0.640X_1 + 0.085X_2 + 0.010X_3$$

The results of the multiple regression equation in table 9 above include:

- The Constant value of 0.861 shows that when independent variables, namely service quality, price and promotion, are ignored, the consumer satisfaction value (Y) is 0.861.
- The value of the regression coefficient for the service quality variable (X1) was positive with a sum of 0.640. This shows that the value of service quality (X1) increases by one unit assuming that other independent variables remain constant, then the value of consumer satisfaction (Y) will increase by 0.640
- The value of the regression coefficient for the price variable (X2) is positive with a sum of 0.085. This shows that the price value (X2) increases by one unit assuming that other independent variables remain constant, then consumer satisfaction (Y) will increase by 0.085
- The value of the regression coefficient for the promotion variable (X3) is positive with a sum of 0.010. This shows that the promotion value (X3) increases by one unit assuming the other independent variables remain constant, then consumer satisfaction (Y) will increase by 0.010

T Test

The t-test aims to test the validity of statements in a hypothesis and show the extent to which independent variables individually affect the bound variables in their explanations. In this study, the ttable was 0.274 and this test was carried out using a significant level of 0.05 (5%). If the significant value (sig.) is greater than 0.05 then the null hypothesis (HO) is accepted and the alternative hypothesis (Ha) is accepted, but if the significant value (sig.) is less than 0.05, then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. The following are the results of the t-test conducted using SPSS statistic 25 for windows. The following are the results of the t-test performed using the SPSS Statistic 25 for Windows software:

Table 10. Partial Results (T-Test)
Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Quality of Service	0.647	0.069	0.690	9.432	0.000
Pricing	0.650	0.071	0.679	9.154	0.000
Promotions	0.667	0.080	0.643	8.314	0.000

Source : SPSS output data processed by researchers, 2025

1. The Effect of Service Quality on Consumer Satisfaction

From table 10 above, it can be seen that the calculated value for the Service Quality variable is 9.432. The value of ttable. With a significance level of 0.05 is 1.984. Therefore, the tcount > ttable (9.432 > 1.984), and the significant value of 0.000 < 0.05, so that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. Thus, it can be concluded that there is a significant influence between service quality and consumer satisfaction.

2. The Effect of Price on Consumer Satisfaction

From table 10 above, it can be seen that the tcal value for the price variable is 9.154. The value of the table with a mean level of 0.05 is 1.984. Therefore, the tcount > ttable (9,154 > 1,984) and a significant value of 0.000 < 0.05. So that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. Thus, it can be concluded that there is a significant influence between prices on consumer satisfaction.

3. The Influence of Promotion on Consumer Satisfaction

From table 10 above, it can be seen that the tcal value for the promotion variable is 8.314. The ttable value with a significant level of 0.05 is 1.984. Therefore the tcount > ttable (8,314 > 1,984), and the significant value is 0.000 < 0.05. So that the null hypothesis

(Ho) is rejected and the alternative hypothesis (Ha) is accepted. Thus, it can be concluded that there is a significant influence between promotions on consumer satisfaction.

Simultaneous Test (F)

The f test can be used to determine the magnitude of the influence of the independent variable together. If $F_{calculate} > F_{table}$ then the null (Ho) hypothesis is rejected. However, if the $F_{count} < F_{table}$, then the null (Ho) hypothesis is accepted. The following are the results of the f test conducted using SPSS Statistic 25 software

Table 11. Simultaneous Results (F Test)

NEW ERA					
Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	737.881	3	245.960	49.308	0.000b
Residual	478.869	96	4.988		
Total	1.216.750	99			

Source : SPSS output data processed by researchers, 2025

Based on table 11, it can be seen that tests that show significant values are carried out to understand the importance of this test.in the process of the significance test the F test method is used. From the results of the F test, it is found that the F value calculated at 49,308 exceeds the F value of the table of 2.698 with a significant value of $0.000 < 0.05$. From these results, it can be concluded that (Ho) is rejected or (Ha) accepted, which means that simultaneously the variables of Service Quality (X1), Price (X2) and Promotion (X3) have a significant influence on Consumer Satisfaction (Y). Therefore, the hypothesis is acceptable.

Determination Coefficiency Test (R²)

The Determination Coefficient (R²) test is used to measure how far the ability of an independent variable affects the dependent variable The value of the determination coefficient can be calculated using *R square*

Table 12. Coefficient of Determination

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.779a	0.606	0.594	2.233

Source : SPSS output data processed by researchers, 2025

Based on the analysis of the data contained in table 12 above, the value of the correlation coefficient (R square) was 0.606. From these results, it can be concluded that simultaneously the quality of service, price and promotion to consumer satisfaction reached 60.6% while other factors were not included in this study.

Discussion

The Effect of Service Quality on Consumer Satisfaction

Based on the results of this study, it is proven that the quality of service has a positive and significant effect on consumer satisfaction, which means that the better the quality of service provided, the higher the consumer satisfaction, the quality of service forms of service to consumers by offering products and services owned. This is by providing services that are quick to respond and friendly in serving consumers well. The existence of good service quality to business actors can strengthen the relationship between consumers and business actors. In addition, there are facilities that can meet the needs of consumers by providing a comfortable waiting room, free wifi and free coffee tea for consumers. The quality of service provided makes consumers feel loyal and can increase sales to business actors and can increase the repurchase of service products in the future. The results of this research are supported by. and is not in line with research that service quality does not have a significant effect on consumer satisfaction [20], [21], [22], [23], [24], [25], [26].

The quality of service is shaped by several indicators including physical evidence, reliability, responsiveness and guarantee. The biggest contribution is in the indicator of guarantee for medium entrepreneurs, which is meant by the majority of respondents to Ahass Anugerah Disa Motor Sidoarjo strongly agree. That the respondents felt comfortable and safe in servicing and repairing motorcycles at Ahass Anugerah Disa Motor Sidoarjo. This happens because of the existence of skilled, reliable mechanics and using sophisticated equipment which can solve problems for consumers well. Consumers will feel satisfied

The effect of service quality on consumer satisfaction is due to the existence of good service quality. This can influence consumers to purchase service products again and always remember the products and services that have been provided before.

The Effect of Price on Consumer Satisfaction

Based on the results of the study, it is proven that price has a positive and significant effect on consumer satisfaction, meaning that the better the price given, the higher the consumer satisfaction. Price is used as a measuring tool to trade in products and services. This is proven that price can affect the purchase of a product or service made by consumers and the quality and benefits that will be obtained. The cheaper the price offered, the higher the consumer satisfaction and vice versa, if the price offered is less affordable, consumers will be reluctant to make a repurchase. The results of this study are supported by [7], [27], [28], [29], [30] and are not in line with the research, that price does not have a significant effect on consumer satisfaction [24], [31], [32].

Prices are shaped by several indicators, including price affordability, price conformity with product quality, and price competitiveness according to benefits. The biggest contribution is in the indicator of price compatibility with product quality for entrepreneurs, which is what the majority of Ahass Anugerah Disa Motor Sidoarjo respondents strongly agree with. That the price conformity of the products (spare parts) owned by Ahass Anugerah Sidoarjo is in accordance with the quality of the product that

consumers want and gets benefits after using the product, this makes consumers feel satisfied with the price offered and the existence of original and quality guarantees on the product.

The effect of price on consumer satisfaction is because of the good price offered by the company and in accordance with the quality of products and services that consumers will get. This can affect consumer satisfaction where there is an affordable price provided by the company.

The influence of promotion on consumer satisfaction

Based on the results of the study, it is proven that promotions have a positive and significant effect on consumer satisfaction, meaning that the better the promotion offered by consumers, the higher the consumer satisfaction. This is proven that promotion has an important role in a company where promotions are used to inform and persuade consumers to use these service products by providing discounts in the form of discounts to consumers. With promotions that Offered by consumers can increase sales in the company and consumers will be satisfied with the promotions that have been offered before. With the promotions offered, consumers will get to know these products. The results of this research are supported by. and it is not in line with research that promotions do not have a significant effect on consumer satisfaction [11], [18], [27], [33], [34], [35], [36].

Promotion is shaped by several indicators including advertising, sales promotion and personal sales. The biggest contribution is in the indicators of personal sales to business actors, which is what the majority of respondents of Ahass Anugerah Disa Motor Sidoarjo strongly agree.

The effect of promotion on consumer satisfaction is because there are attractive promotions that offer certain service products carried out by business actors to consumers, this is to seduce and inform service products so that consumers use these products. Therefore, the promotions offered to consumers will get to know the product and service and be able to maintain the company and be able to increase sales to the company.

The Influence of Service Quality, Price and Promotion on Consumer Satisfaction

Based on the results of data processing that has been carried out on service quality, prices and promotions on consumer satisfaction are relevant to consumer satisfaction because each variable of service quality, price and promotion has their own role in Ahaas Anugerah Disa Motor Sidoarjo. This is proven that if the three variables are carried out together, it can increase consumer satisfaction in order to improve service memory in the company, purchase products repeatedly and retain sellers in the company.

Consumer Satisfaction is built on 3 indicators by: product quality, service quality and price. The biggest contribution is in the service quality indicator where consumers know that the service provided by Ahass Anugerah Disa Motor Sidoarjo has excellent quality, a comfortable waiting room, and consumption facilities and wifi can be used by everyone for free.

CONCLUSION

Fundamental Finding: Based on the results of the research conducted, Consumer Satisfaction at Ahass Anugerah Disa Motor Sidoarjo. It is an interesting focus to discuss. Consumer satisfaction is an important thing in business actors and companies. Consumer satisfaction is directly influenced by service quality, price and promotion; Consumer satisfaction is simultaneously influenced by service quality, price and promotion. **Implication:** With good consumer satisfaction, business actors can be known by consumers, both from the products and services they have, this can increase sales and repurchase of service products in the future. So increasing consumer satisfaction of Ahass Anugerah Disa Motor Sidoarjo requires service quality, price and promotion. **Limitation:** The limitations in this study are that there is a lack of reference related to research results that are not significant to promotion because most of the research results on other references produce significant data. **Future Research:** Future research can expand the references and empirical studies related to promotion variables in order to obtain a more comprehensive understanding of their relationship with consumer satisfaction in similar business contexts.

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