Effect Service Quality and Promotion on Consumer Satisfaction Toyota Agya Sutomo Pekanbaru

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A R T I C L E I N F O	ABSTRACT
	Indonesia is an automotive manufacturer that provides automotive products from low price to premium class. Toyota is one of the automotive brands in Indonesia that is in great demand by consumers. The type of car that is the choice of consumers from the many types of cars in Indonesia is the Low Cost Green Car (LCGC) type car. One of the Low Cost Green Car products from the Toyota brand that is in great demand by consumers is the Toyota Agya. Based on Low Cost Green Car (LCGC) sales data obtained in 2023, Toyota Agya experienced a decline in sales at PT Agung Automall Pekanbaru Sutomo Branch, this is known based on data in 2023 Toyota Agya sales of 20,602 units. This is much lower than sales in 2022, as many as 21,336 units. Based on this phenomenon, PT Agung Automall Sutomo Branch made efforts to improve Service Quality and also offered various promotions to consumers. Based on the results of the study, it shows that the Quality of Service and Promotion carried out by PT Agung Automall Sutomo Branch was well validated.

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1. INTRODUCTION

Marketing (Suryani, 2017) is the stage at which a company creates value for consumers and builds relationships with customers to accommodate consumer needs as a form of reciprocity (Kotler & Amstrong, 2018). The progress of globalization today makes transportation one of the needs of every individual to carry out daily activities. Currently, individuals are spoiled with a variety of transportation options, one of which is four-wheeled transportation (cars). The many types and choices of cars in Indonesia make the automotive business competition increasingly tight, in this case requiring every car manufacturer to produce their best products in order to compete with other competitors.(Dina, 2021).

Indonesia is an automotive manufacturer that provides automotive from low price to premium class. It is no wonder that Indonesia is a potential market share for automotive brands.(Aulianda, 2020), One of the automotive brands in Indonesia is the Toyota brand. Toyota is a brand that is in great demand by consumers. PT Agung Automall has many branches in Pekanbaru, including on Jl. Sutomo, Pekanbaru. One of the types of cars that consumers choose in Indonesia is the LOW COST GREEN CAR (LCGC). This car is a car that is created with an affordable price and is environmentally friendly and has superior durability so that it can meet the needs of the lower class community.(DAIHATSU, 2023). Sales of new cars in the LOW COST GREEN CAR (LCGC) segment in Indonesia managed to achieve positive results during 2023. Based on data from wholesales (factory distribution) to dealers published by the Association of Indonesian Automotive Industries

(GAIKINDO), during that period the LOW COST GREEN CAR (LCGC) market was recorded at 204,705 units with a market share of 20 percent. Referring to 2022, the segment filled by the Toyota, Honda, and Daihatsu brands managed to achieve wholesales of 186,649 units (18 percent)(Andebar, 2024).

Toyota Agya is one of the LOW COST GREEN CAR (LCGC) type cars from the Toyota brand that is in great demand by consumers. Toyota Agya was introduced in Indonesia since 2012 coinciding with the 2012 Indonesia International Motor Show. September 2013 Agya was officially released in Indonesia by PT. Toyota Astra Motor (TAM). As a characteristic of the LOW COST GREEN CAR (LCGC) car, the Agya car uses the Garuda logo on the front grille, not the Toyota logo. The first year of the launch of the Agya car immediately hit the LOW COST GREEN CAR (LCGC) car segmentation with 6 models.

Service quality is a performance of actions or deeds offered by producers to consumers (Kotler & Armstrong, 2008), while promotion is a form of marketing communication to convey information related to a product or service, attract attention, and increase market share so that consumers are willing to accept, buy, and decide to purchase the goods or services offered (Tjiptono, 2012). PT. Agung Automall Sutomo Pekanbaru branch has strived to provide quality service by paying attention to the comfort and satisfaction of consumers who come, whether for purchases, servicing, or other needs, they always ensure optimal service speed, starting from the transaction process to picking up the vehicle after service. In addition, PT. Agung Automall Sutomo branch offers various attractive promotions to attract customers and increase customer satisfaction, ranging from exclusive discounts, providing shopping vouchers, to holding special events such as performances at the mall designed to provide added value for consumers (Tamon et al., 2019). Not only that, PT. Agung Automall Sutomo branch provides an opportunity for every consumer who makes a transaction to get an attractive door prize, as a form of appreciation for their loyalty and trust in the services provided.

Table 1. Toyota Agya Consumer Data in the Last 5 Years

NO	YEAR	TARGET UNIT	UNIT REALIZATION	PRESENTATION
1.	2019	600	560	93%
2.	2020	600	545	91%
3.	2021	600	500	83%
4.	2022	700	525	75%
5.	2023	700	470	67%

Data source:PT. Agung Automall Sutomo Branch, Pekanbaru, 2024

Based on the results of observations by conducting interviews with one of the marketing staff of PT. Agung Automall Sutomo Pekanbaru Branch, the Toyota Agya product experienced a decline in sales figures compared to other Toyota products. In addition, based on LOW COST GREEN CAR (LCGC) sales data obtained in 2023, the Toyota Agya LOW COST GREEN CAR (LCGC) car experienced a decline in sales figures in 2023, this can be seen by looking at the data in 2023 Toyota Agya sales of 20,602 units, this is much lower compared to sales in 2022, where Toyota Agya managed to record sales of 21,336 units. It turns out that this decline did not occur at the national level, but also occurred at the Toyota Pekanbaru company, precisely the Sutomo Branch. Data related to Toyota Agya sales for the last 5 years can be seen in the table below.

Table 2. Toyota Agya Sales Data in the Last 5 Years

NO	YEAR	TARGET UNIT	UNIT REALIZATION	PRESENTATION
1.	2019	170 Unit	150 Unit	88%
2.	2020	170 Unit	135 Unit	79%
3.	2021	170 Unit	120 Unit	71%
4.	2022	200 Unit	145 Unit	73%
5.	2023	200 Unit	118 Unit	59%

Data source:PT. Agung Automall Sutomo Branch, Pekanbaru, 2024

Based on the data listed in the table above, there is a change in the number of consumers at PT. Agung Automall Sutomo Pekanbaru Branch throughout the 2019-2023 period. During 2022, the Toyota Agya product at PT. Agung Automall Sutomo Pekanbaru Branch experienced an increase in the number of consumers who made the purchase and consumers who came and received service. Furthermore, in 2023 there was another decrease in the number of consumers.

Based on the background of the problems and phenomena that have been stated above, the author formulates the problem in this study, namely "How do the Quality of Service and Promotion Influence Consumer Satisfaction of Toyota Agya Cars (Case Study of PT. Agung Automall Sutomo Branch in Pekanbaru)?"

2. RESEARCH METHOD

According toThe Greatest Showman (2016)states that population is a general part consisting of objects that have capability and quantity values. Population The subject of the research used by the researcher is the number of consumers of PT Agung Automall Sutomo Pekanbaru for the last 2 years, namely 2022 and 2023. So the population in this study is 995 consumers.

According to (Muchson & MM, 2017) said that in quantitative research, a sample is a fragment of the number and characteristics of the population. In this study, the Accidental sampling technique, which is a type of technique that involves people who are met by chance with researchers and can be used as research samples. To determine the number of samples in this study, researchers used the Slovin formula. The calculation of the number of samples can be seen from the calculation below.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{995}{1 + 995\ (10\%)^2}$$

$$n = \frac{995}{10,95}$$

$$n = 90,86 \text{ rounded up to } 91$$

Based on calculations using the Slovin data above, the sample to be used in this study is 91 respondents.

The variable measurement technique in this study uses a Likert scale. According toD. Sugiyono (2010)Likert scale is a measurement technique used to measure respondents' opinions using a questionnaire to determine the scale of attitudes towards a particular object. The comparison of this scale is (5:4:3:2:1).

Table 3. Likert Scale

NO	ANSWER CATEGORY	SCORE
1.	Strongly Agree/Very Good	5
2.	Agree/Good	4
3.	Undecided/Good Enough	3
4.	Disagree/Not Good	2
5.	Strongly Disagree/Strongly Disagree	1

The next stage is carried out by conducting a validity test in finding the correlation value, the researcher uses the Person Product Moment formula. According to Sugiyono in(Yunus, 2021)explains the validity test is the similarity of data collected by researchers with data obtained directly from research subjects. Here is the Person Product Moment formula.

$$r_{XY} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{[n \sum X^2 - (\sum X)^2]} \sqrt{[n \sum Y^2 - (\sum Y)^2]}}$$

The next stage is a reliability test to determine the construct of the variable can be stated as ideal when it has a Cronbach's alpha value > 0.60. Calculation of the reliability test by utilizing Cronbach's alpha such as:

$$r_{11} = \left[\frac{k}{k-1}\right] [1 - \frac{\sum \sigma_b^2}{\sigma_t^2}$$

The next stage is to conduct multiple linear regression analysis (S. Sugiyono, 2017). The formula for the multiple linear regression equation is as follows:

$$Y = a + b_1 X_1 + b_2 X_2$$

The next stage is to carry out a determination test (R2) to determine the percentage of goodness of fit of a model and can also be used to explain the dependent variable.(Ghozali, 2013)explains the coefficient of determination, namely the method used to determine the percentage of goodness of a model and can also be used to describe dependent variables.

$$R^2 = \frac{b(n \sum XY - (\sum X)(\sum Y)}{n \sum Y^2 - (\sum Y)^2}$$

$$R^2 = \frac{n(a \sum Y + b_1 \sum X_1 Y + b_2 \sum X_2 Y) - (\sum Y)^2}{n \sum Y^2 - (\sum Y)^2}$$

The next stage is a hypothesis test, where the hypothesis test is carried out in two stages, namely partial test and simultaneous test. The partial test formula (t-test), namely:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Meanwhile, the simultaneous test formula (F test) is:

$$F = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

3.   RESULTS AND DISCUSSIONS
Validity Test
Based on the results of the validity test conducted in this study, the results obtained Based on the r table, it is known that r Table with N = 91 is 0.206. The following are the results of the validity test for each statement item on the Service Quality variable (X1):

Table 4. Results of Validity Test of Service Quality Variable (X1)

Item	Pearson Product Moment (r count)	r Table	Information
Item 1	0.649	0.206	Valid
Item 2	0.458	0.206	Valid
Item 3	0.489	0.206	Valid
Item 4	0.727	0.206	Valid
Item 5	0.681	0.206	Valid
Item 6	0.571	0.206	Valid

Item	Pearson Product Moment (r count)	r Table	Information
Item 7	0.530	0.206	Valid
Item 8	0.607	0.206	Valid
Item 9	0.489	0.206	Valid
Item 10	0.578	0.206	Valid

Source: SPSS Processed Data, 2025

Next, test the validity of the promotion variable. The following are the results of the validity test for each statement item on the promotion variable (X2):

Table 5. Results of the Validity Test of the Promotion Variable (X2)

Item	Pearson Product Moment (r count)	r Table	Information
Item 11	0.459	0.206	Valid
Item 12	0.686	0.206	Valid
Item 13	0.630	0.206	Valid
Item 14	0.597	0.206	Valid
Item 15	0.632	0.206	Valid
Item 16	0.646	0.206	Valid

Source: SPSS Processed Data, 2025

Next, the validity test on the promotion variable, the following are the results of the validity test on each statement item on the consumer satisfaction variable (Y):

Table 6. Results of Validity Test of Consumer Satisfaction Variable (Y)

Item	Person Product Moment (r count)	r Table	Information
Item 17	0.594	0.206	Valid
Item 18	0.680	0.206	Valid
Item 19	0.494	0.206	Valid
Item 20	0.622	0.206	Valid
Item 21	0.657	0.206	Valid
Item 22	0.663	0.206	Valid

Source: SPSS Processed Data, 2025

Reliability Test

The next step is to conduct a reliability test on the statement items that have been declared valid which is done by comparing the alpha coefficient value (cronbach's alpha score) where the variable is said to be reliable if it has a value above 0.6. Reliability test on the Service Quality variable (X1), Promotion variable (X2) and Consumer Satisfaction variable (Y) (S. Sugiyono, 2017):

Table 7. Results of Validity Test of Consumer Satisfaction Variable (Y)

Variables	Cronbach's Alpha	Criteria / Limit Values	Information
Service Quality (X1)	0.783	0.60	Reliable
Promotion (X2)	0.661	0.60	Reliable
Consumer Satisfaction (Y)	0.680	0.60	Reliable

Source: SPSS Processed Data, 2025

Coefficient of Determination Test (R2)

The coefficient of determination (R^2) shows how much the independent variable explains the dependent variable.. MarkR2 is close to one, then the independent variables provide all the

information needed to predict the variation of the dependent variable. The following are the test resultscoefficient of determination:

Table 8. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.840	0.706	0.699	1,604

Source: SPSS Processed Data, 2025

Multiple Linear Regression Analysis
Multiple regression analysis is used as a model to see the influence between several independent variables and dependent variables. Based on the results of the multiple regression analysis conducted, the following regression equation was obtained:

Y = a + b1X1 + b2 X2
Y = 1.159 + 0.254X1 + 0.522X2

The constant of 1.091 means that if the predictor variables, namely service quality and promotion, are worth 0, then the consumer satisfaction of Toyota Agya cars at PT. Agung Automall, Sutomo Branch, Pekanbaru is constantly worth 1.159.

The value of the service quality regression coefficient is positive 0.254, which means that a 1% increase in the service quality variable will increase the Toyota Agya car consumer satisfaction variable at PT. Agung Automall Sutomo Branch Pekanbaru by 0.254. Good and proper management of service quality can lead to an increase in Toyota Agya car consumer satisfaction at PT. Agung Automall Sutomo Branch Pekanbaru.

Furthermore, the promotion variable has a positive regression coefficient value of 0.522, which means that if a 1% increase occurs in the promotion variable, it will increase the consumer satisfaction variable for Toyota Agya cars at PT. Agung Automall Sutomo Branch Pekanbaru by 0.522, in other words, if the promotion variable is managed well and correctly, it will have an impact on increasing consumer satisfaction for Toyota Agya cars at PT. Agung Automall Sutomo Branch Pekanbaru.

Table 9. Results of Multiple Regression Analysis

No	Model	Regression Coefficient
1	Constants	1,159
2	Quality of Service	0.254
3	Promotion	0.522

Source: SPSS Processed Data 2025

Partial Test (t-Test)
The first hypothesis test to be conducted is the t-test, namely by comparing the t-table value with the t-count. The t-table value is seen in the statistical table with a significance of 0.05/2 = 0.025 with degrees of freedom nk-1, where n (number of samples) and k (number of independent variables used), so that the value of the t-table is = 91 - 2 - 1 = 88 = 1.987.

Based on the test results with the SPSS program, the results of the t-test were as follows:

Table 10. t-test results

Independent Variables	t count	t Table	α = 5%	Information
Quality of Service(X1)	4,428	1,987	0,000	Influential
Promotion(X2)	5,671	1,987	0,000	Influential

Source: SPSS Processed Data 2025

The table above shows that the service quality variable (X1) has a t-count value > t-table, namely 4.428 > 1.987 with a significance value of 0.000 less than 0.05, which means it is significant. Based on these results, H1a is accepted and H10 is rejected, which means that service quality has a significant effect on consumer satisfaction of Toyota Agya cars.at PT. Agung Automaal Sutomo Branch, Pekanbaru. Thus, the research hypothesis states "It is suspected that service quality has a

significant effect on consumer satisfaction with Toyota Agya cars."at PT. Agung Automaal Sutomo Branch, Pekanbaru"acceptable.

Next is the promotion variable (X2) which has a t-count value of 5.671 with a significance of 0.000, which means the t-count<t-table is 5.671 > 1.987 and the significance value is smaller than 0.05 which means it is also significant. Thus H2a is accepted and H20 is rejected, which means that promotion has an effect on consumer satisfaction of Toyota Agya carsat PT. Agung Automaal Sutomo Branch, Pekanbaru. This result also states that the hypothesis "It is suspected that promotion has a significant effect on consumer satisfaction with Toyota Agya cars"at PT. Agung Automaal Sutomo Branch, Pekanbaru" acceptable.

Simultaneous Test (F-Test)

The next hypothesis test is the F-test, to test the influence of the service quality and promotion variables together onToyota Agya car consumer satisfactionat PT. Agung Automaal Cabang Sutomo Pekanbaru. This test is done by comparing the F-table with the F-count. The F-table can be seen in the statistical table at a significance level of 5% with the following provisions:

- df numerator (df 1) = number of variables - 1 = 3-1 = 2
- df denominator (df 2) = nk-1 = 91 - 2 - 1 = 88 (k = number of independent variables)
- so that the F-table obtained is 3.100

In the following table you can see the results of the F test:

Table 11. Results of the F-test

Independent Variables	F-count	F-Table	α = 5%	Information
Service Quality Variable (X1) and Promotion Variable (X2)	105,632	3,100	0,000	Significantly Influential

Source: SPSS Processed Data 2025

Tableabove shows that the F-count value> F-table is 105.632 > 3.100 and has a significance of 0.000 which is smaller than 0.05. The conclusion that can be drawn from these results is that H30 is rejected and H3a is accepted, which means that there is an influenceservice quality and promotion variables together affect consumer satisfaction, so that the hypothesis proposed is "It is suspected that service quality and promotion have a significant influence on consumer satisfaction"Toyota Agya car at PT. Agung Automall Sutomo Branch Pekanbaru"acceptable.

4. CONCLUSION

The quality of service, promotion and consumer satisfaction of Toyota Agya cars at PT. Agung Automall Sutomo Branch, Pekanbaru, is considered good. PT. Agung Automall Sutomo Branch, Pekanbaru, has succeeded in organizing effective service quality and promotional activities, resulting in a good level of consumer satisfaction of Toyota Agya cars. Partially, quality of service and promotionhas an influence on consumer satisfaction of Toyota Agya cars at PT. Agung Automall Cabang Sutomo Pekanbaru. The better the quality of service and promotion felt by consumers in various dimensions, the higher the level of consumer satisfaction with the experience they get from the services and products of Toyota Agya itself. Simultaneously or together, service quality and promotion have an influence on consumer satisfaction of Toyota Agya cars at PT. Agung Automall Cabang Sutomo Pekanbaru. The company's efforts in providing high-quality services in various dimensions (physical evidence, reliability, responsiveness, assurance, and empathy), supported by effective promotional strategies (through advertising, appropriate media, and relevant messages), collectively contribute positively to consumer satisfaction.

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