



Analysis of Promotion and Service Quality on Decisions to Use Auto2000 Service Services Waru Branch

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Abstract

This study aims to analyze the effect of promotion and service quality on decisions to use service services at Auto2000 Waru Branch. In an increasingly competitive business world, it is important for automotive companies such as Auto2000 to understand the factors that influence consumer decisions. The method used in this research is descriptive qualitative, where data is collected through interviews with customers and employees. The results show that attractive promotions, such as discounts and loyalty programs, as well as the use of social media, are very influential in attracting customer attention. addition, friendly, fast, and professional service quality is also a key factor in creating customer satisfaction. Customers value efficient turnaround times and the staff's ability to explain the service process well. By combining effective promotional strategies and quality service, Auto2000 Waru Branch can attract more customers and maintain the loyalty of existing customers. This study recommends that Auto2000 continue to innovate in marketing strategies, improve training for employees, and expand promotional programs to better suit customer needs. It is hoped that the results of this study can make a positive contribution to the development of after-sales services in the automotive industry in Indonesia.

Keywords: Promotion, Service Quality, Usage Decision, Auto2000, Customer Satisfaction.

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I. Introduction

In an era of increasingly fierce business competition, automotive companies such as Auto2000 Waru must understand and analyze the various factors that influence consumer decisions in using their services. Factors such as promotion, service, price, and location are important elements that are interrelated in shaping customer perception and satisfaction. This directly impacts consumer decisions to choose the services offered.

One way to win the hearts of customers is to provide the best service to the community, both those who already use the company's products and those who are just planning to do so. Good service will create a positive perception in the minds of customers. consumers, thereby helping the company meet customer needs. For example, by providing specialized services for vehicle servicing, companies can offer relevant added value to car owners.

The main goal of a business is to create satisfied customers. This customer satisfaction will provide various benefits, such as building harmonious relationships between companies and customers, encouraging repeat purchases, creating customer loyalty, and generating positive word-of- mouth recommendations. One of the important factors that influence customer satisfaction is the promotional strategy used by the company. Promotion itself can be interpreted as a company's effort to convey information or product offerings to consumers with the aim of attracting their interest in buying or using the services offered.

According to Aryanto (2020), promotion is a way to tell or offer products or services with the aim of attracting the attention of potential customers. Promotion is also closely related to the company's strategy in marketing products in order to achieve the expected sales targets (Nuzleha et al., 2019). Good advertising must be able to convey messages clearly and attract the attention of consumers, so that the information conveyed can be understood easily.

According to (Krisnawati, 2016) Service quality is the company's expertise to meet customer expectations and also if the service received or experienced as expected, so that quality is perceived as good and can satisfy customers. Meanwhile, according to Usmara in research (Gofur, 2019) explains that service quality is a statement about behavior, a bond derived from consideration between desires (expectations and performance carried out (results). As well as according to (Gunara & Sudibyo, 2006) the importance of providing quality service because service is not only limited to delivering or serving customers.

This journal aims to analyze the promotion and service quality implemented by Auto2000 Waru. This research will discuss various aspects, such as the reminder mechanism used, the frequency of reminders, and the impact on customer satisfaction. With a deep understanding of this process, it is expected that ways can be found to improve the effectiveness and efficiency of service at Auto2000 Waru. addition, the results of this research are also expected to make a positive contribution to the development of after-sales services in the Indonesian automotive industry.

II. Methods

Analysis of Promotion and Service Quality on Decisions to Use Auto2000 Service Services Waru Branch using qualitative methods. This research focuses more on in-depth analysis of promotion and quality of service carried out and carried out by Auto2000 Waru in conducting business development. This research applies a descriptive qualitative approach as a research method. This type of qualitative approach research is useful for revealing events or facts, phenomena, conditions, and variables that occur in the field during the research period This research uses a descriptive qualitative approach to connect empirical reality with appropriate theories The data collection in this study was carried out with a constructivist paradigm.

Constructivism is a field of study that introduces apparent reality based on conceptualizations born of the mind. In this study, researchers conducted a methodology in case study research in this study explaining the steps taken in conducting research, including data analysis and testing techniques, research design, and research methods. In supporting the methodology we use, it must be supported by references so that the explanation can be scientifically justified.

III. Results and Discussion

Service usage decisions are an important part of consumer behavior. According to Rinaldi et al. (2020), this process involves need recognition, information search, and evaluation of alternatives before reaching a final decision. Argitama (2020) emphasizes that this decision is a selection from various available alternatives, while Tjiptono (2014) states that purchasing decisions consist of a series of stages starting with problem recognition to post-behavior purchase. Therefore, an in-depth understanding of the factors that influence these decisions is crucial for effective marketing strategies.

Promotion and service quality are two important things that greatly influence customer decisions in using Auto2000 Waru Branch's service. Attractive promotions, such as discounts or loyalty programs, can be an effective way to attract customers' attention and convince them to choose this service. In addition, the right promotion can also strengthen the company's image and make customers feel that they are getting more benefits.

Promotion

Promotion carried out by PT Astra International AUTO 2000 Waru to increase the number of service customers, namely through social media and Auto2000 Waru car exhibition events

Social MediaAuto2000 Waru Social Media



Figure 1 Official Instagram of Auto2000 Waru



Figure 2 Official TikTok of Auto2000

The first strategy Auto2000 Waru has been actively using an Instagram account (@auto2000waru_id) as one of its main promotional tools. Through this account, they post various types of content that are relevant to customers, such as car promos, service promos, and spare parts promos. In addition, they also organize various interesting promotional activities, such as giveaways, which aim to attract customers' attention and increase interaction with their followers.

Besides Instagram, Auto2000 Waru also uses the TikTok platform as one of its strategies. This platform is popular for its strong visual appeal and ease of creating short, engaging videos. Thus, Auto2000 Waru can present promotional information in a dynamic and interactive form, such as demonstrations of advanced technology in vehicle servicing or testimonials from satisfied customers. This activity not only increases brand visibility but also facilitates direct interaction with potential audiences.

The second strategy Auto2000 Waru held Auto2000Fest at the Atrium of Pakuwon City Mall with an organized strategy and focused on customer experience through the concept of dividing the area into seven zones. Here is a detailed explanation of each zone and how this strategy was designed to attract visitors:

Auto2000 Waru held Auto2000Fest at the Atrium of Pakuwon City Mall with the concept of dividing the event into seven zones designed to provide an all-round experience for visitors. Each zone had unique objectives and strategies to attract different types of visitors, from prospective buyers, families, to automotive enthusiasts.

1. Zone Sales

This zone is the main area for offering various Toyota car models. The sales team provides complete information about the specifications, features, and prices of vehicles such as Avanza, Fortuner, or Raize. Visitors can also enjoy a variety of attractive offers, such as discounts, cashback, low interest, and test drive programs that allow them to try vehicles directly. This zone is designed to provide convenience and comfort in the purchasing process.

2. Zona Gazoo Racing

This zone features Toyota Gazoo Racing's line of sporty and powerful vehicles, such as the GR Yaris or GR Supra. This area highlights the technology and high performance of the GR series vehicles, designed for sports car enthusiasts. Visitors can enjoy interactive elements such as racing simulations, exclusive merchandise, or racing-themed decorations that create an exciting and dynamic atmosphere.

3. Service Zone

The service zone is intended to provide information about Toyota vehicle maintenance. Visitors can consult directly with technicians regarding periodic service or vehicle repairs. In addition, there are attractive offers such as oil discounts, free service, or vehicle maintenance packages. This zone also serves as an education for visitors about the importance of maintaining car performance through routine maintenance.

4. Astra Financial Services Zone

This zone provides financing services to make it easier for visitors buy Toyota cars. Astra Financial Services offers various programs such as light installments, zero percent interest, and low DP. There is also a credit simulation

which helps visitors calculate the estimated cost according to their needs. Information on vehicle insurance is also available to complete the purchase package.

5. Digiroom Zone

This zone introduces the Auto2000 Digiroom digital platform, which allows visitors to purchase vehicles, book services, or get promo information online. Here, visitors can try directly how to use the platform through the demo provided. There are also exclusive promos for transactions made through Digiroom during the event, so visitors can experience the convenience of Auto2000's digital services.

6. 360 Photo Zone

This zone offers a unique visual experience through 360-degree photo technology. Visitors could take photos with interesting backgrounds and share them on social media with the event hashtag. In addition to creating a fun experience, this zone also helps increase the event's exposure online. In addition, participating visitors often receive gifts or merchandise as a token of appreciation.

7. Lego Zone for Kids

This zone is specially designed for families, especially children. Here, children can play with Lego under safe supervision, so parents have more time to enjoy the exhibition. This zone creates a cozy atmosphere for families, so all members feel engaged and happy to be at the event.

With this seven-zone concept, Auto2000 Waru created an exhibition that not only focused on sales, but also provided an interactive and fun experience for all. This strategy helped to increase the attractiveness of the event, strengthen Auto2000's brand image, and reach more potential customers in Surabaya and surrounding areas.

Service Quality

On the other hand, service quality is also key. Customers want friendly, fast service and satisfactory results. For example, good turnaround time and professional staff can give customers a sense of trust to the customer. If the service provided is good, customers will not only be satisfied, but also likely to return in the future.

The service quality of Auto2000, as one of the largest authorized Toyota dealers in Indonesia, can be analyzed through several key dimensions that reflect their commitment to customer satisfaction. The following is an explanation of Auto2000's service quality:

1. Reliability is one of the most important aspects of service quality. Auto2000 is known for its ability to provide consistent and timely service. Customers often report that their vehicles are repaired well on the first visit, and the service turnaround time is usually as promised. This creates trust among customers and encourages them to use Auto2000 services again.
2. Responsiveness refers to the willingness to help customers and provide prompt service. Auto2000 staff are trained to be responsive to customer needs, whether in answering questions, scheduling service appointments, or handling complaints. Many customers appreciate quick response times, both on-site and through digital channels such as the digiroom app.
3. Assurance includes the knowledge and courtesy of employees and their ability to provide customers with a sense of trust and confidence. Auto2000 employs technicians and service advisors who are well-trained and have in-depth knowledge of Toyota vehicles. Customers feel more at ease when their vehicles are handled by professionals who understand the intricacies of their vehicles. Certification and ongoing training programs for staff also enhance this aspect of assurance.
4. Empathy involves compassionate care and individual attention to customers. Auto2000 strives to understand the unique needs of each customer. Many customers report positive experiences where staff take the time to listen to their concerns and provide solutions accordingly. This personalized approach helps build strong relationships with customers and increase overall satisfaction.
5. Tangibles include physical facilities, equipment, and staff appearance. Auto2000 outlets are generally well-maintained, clean, and equipped with modern tools and technology. The professionalism of the staff, including their uniforms and demeanor, is also contribute to a positive impression of the service

environment. Customers feel more comfortable in a clean and organized place, which reflects the brand's commitment to quality.

The quality of service at Auto2000 Waru based on the results of interviews with customers and employees of Auto2000 Waru as follows:

Interview Results

Based on the results of the interviews, interviews conducted with 6 individuals representing customers and employees at Auto2000 Waru Branch. Consisting of 1 loyal customer (Mr. Yuri) and 1 service staff (Mr. Heru), as well as 4 other customers taken at random to get a broader perspective. The selection of these individuals was based on their experience using the service and their interaction with the company. The purpose of the interviews was to obtain information about customers' experiences, opinions, expectations, and satisfaction with the service quality and promotions implemented by Auto2000. The interviews also aimed to understand how staff deliver services and the strategies they use to increase customer satisfaction.

Conclusion of Interview Results

1. **Service Quality:** Customers emphasize the importance of friendly and professional service. Employees who are responsive and able to explain the service process clearly are highly valued. Time efficiency, such as the Express Maintenance program, is a significant plus for customers.
2. **Promotion Influence:** Attractive promotions, such as discounts play an important role in the customer's decision to use the service. Customers feel that they are getting more value from the services offered. Promotional activities on social media, such as Instagram and TikTok, were successful in attracting customer attention and increasing interaction.
3. **Employee Strategy:** Employees are committed to providing the best service and always seek feedback from customers to improve service quality. Promotions conducted by the staff help attract customers' attention and create better relationships with them.

By combining effective promotional strategies and quality services, Auto2000 Waru Branch can attract more customers while retaining existing ones. This will also help the company to continue to grow and compete in the midst of increasingly fierce competition.

IV. Conclusion

Based on the results of the research conducted, it can be concluded that promotion and service quality have a significant influence on the decision to use service services at Auto2000 Waru Branch. Attractive promotions, such as discounts, loyalty programs, and the use of social media, have proven effective in attracting customer attention and increasing interaction. In addition, friendly, fast, and professional service quality is a key factor in creating customer satisfaction. Customers highly appreciate the efficient turnaround time and the staff's ability to explain the service process well. By combining effective promotional strategies and quality service, Auto2000 Waru Branch can attract more customers and maintain the loyalty of existing customers.

Advice

To improve promotional effectiveness and service quality, Auto2000 Waru Branch should continue to innovate in their marketing strategies. One suggestion is to be more active in collecting feedback from customers after they have used the service. This can be done through online surveys or direct interaction at the service location. By understanding customers' needs and expectations more deeply, the company can adjust the services and promotions offered to make them more relevant and attractive. In addition, regular training for employees on customer service and product knowledge is also very important to ensure that they are always ready to provide the best service. Lastly, Auto2000 Waru can consider expanding the promotional program by offering more varied service packages, so that customers have options that suit their needs. With these steps, it is expected that Auto2000 Waru Branch can continue to compete and thrive in the increasingly competitive automotive industry.

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