



The Influence of Relationship Marketing and After-Sales Service on Consumer Satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta

Imam Supriadi¹, Raden Roro Ayu Metarini²

^{1,2}Faculty of Economics and Business, Pamulang University

imamsupriadiiii@gmail.com¹, dosen00945@unpam.ac.id²

Abstract

The purpose of this study is to determine the influence of *relationship marketing* and after-sales service on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta. The method used is quantitative. The sampling technique used the slovin formula and a sample of 228 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is consumers of PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta and the number of saturated samples amounted to 228 respondents. The method of data collection is through questionnaires with a *likert scale*, observation, and literature study. The results of this study are that *relationship marketing* has a significant effect on consumer satisfaction with a determination coefficient of 40.2% and a hypothesis test obtained from $t > t$ table or $(13,674 > 1,969)$. After-sales service had a significant effect on consumer satisfaction with a determination coefficient of 41.2% and hypothesis tests obtained $t > t$ table or $(13,951 > 1,969)$. *Relationship marketing* and after-sales service simultaneously have a significant effect on consumer satisfaction with the regression equation $Y = 16.834 + 0.210X_1 + 0.152X_2$, the determination coefficient is 51.4% while the remaining 48.6% is influenced by other factors. The hypothesis test obtained an *F value* $calculated > F_{table}$ or $(146.759 > 2.637)$.

Keywords: *Relationship Marketing*; After-sales service; Consumer Satisfaction.

INTRODUCTION

The business condition of automotive or motor vehicle providers in Indonesia has experienced quite rapid progress. This condition makes it a challenge for business actors in the automotive sector to be able to compete to maintain their existence. This causes companies to have superior innovation and creativity in order to create a competitive advantage in the face of the emergence of other competitors engaged in the same business. Manufacturers are trying to innovate but still meet consumer demand. Therefore, the company started doing various things to get the attention of consumers. This marketing is seen as important by the company as one of the integrated efforts in making products that are more attractive to consumers where marketing is in charge of introducing the product to consumers at the appropriate time and place.

Competition in the car industry is getting tighter, Toyota, Honda, Honda, Mazda, Suzuki and others offer optimal

service, competitive prices, quality products, affordable payment facilities both by *way of cash* and *credit*, this competition often makes companies have to *review* the implementation of promotions and the implementation of sales to be on target. The obstacles that are often faced by companies are the non-achievement of sales targets due to the use of media in conducting inappropriate promotions, *poor marketing performance* that can utilize the market, to services that are often still maximized, considering that this has an impact on the non-achievement of sales targets.

One of the businesses or businesses that also feels the current fierce competition is the car dealership business. Cars are currently needed to be able to travel long distances while being able to carry their families, so cars are now needed by many families. Therefore, cars are now one of the most popular means of transportation, therefore automotive companies are racing to produce the latest and most advanced products to meet



consumer demand for cars.

Honda Mobil as one of the famous car brands around the world. The company was founded in 1948 in Japan and has since produced a wide range of internationally recognized cars. One of Honda's most famous cars is the Honda Civic. The car was first launched in 1972 and has since become one of the best-selling cars in the global automotive market. In addition to the Civic, Honda also produces other well-known cars such as the Honda Accord, Honda CR-V, and Honda Jazz.

Consumer satisfaction is one of the benchmarks in measuring the extent to which products or services have met consumer expectations and needs. This involves evaluating various indicators such as product quality, price, service, promotion, overall experience, and other factors that affect consumer attitudes towards the products or services they obtain and use. In business, consumer satisfaction is an important factor in maintaining and expanding market share, in order to build strong relationships with consumers to achieve long-term success or success.

PT. Kebon Jeruk Palace (*Honda Car Dealer*) West Jakarta is one of the *Honda dealers providing automotive with production capacity and has Research and Development Center facilities that serve the sale of various types of new Honda vehicles that are official from Honda products* The following are Honda car sales for the 2020-2024 period, as follows:

Table 1: Honda Car Sales Data PT. Kebon Jeruk Palace (Honda Car Dealer) West Jakarta for the 2020-2024 Period

Year	Honda Car Sales			Remarks
	Target (Unit)	Realization (Unit)	Achievement percentage (%)	
2020	1.152	851	73,9%	Target not met
2021	1.200	865	72,1%	Target not met
2022	1.23	810	65,5%	Target

2	6			not met
2023	1.272	972	76,4%	Target not met
2024	1.320	928	70,3%	Target not met

Source: PT. Kebon Jeruk Palace (Honda Car Dealer) West Jakarta, 2025 (processed)

Based on the data in the table above, Honda car sales for 5 years (2020-2024) have experienced fluctuating developments. The target every year is that the management sets a sales target that is expected to be 100% achievable, but from the data mentioned above, it shows achievements that do not reach the target set by the company. The conditions related to the above sale illustrate that PT. Kebon Jeruk Palace (*Honda Car Dealer*) West Jakarta must improve sales conditions by paying attention to what consumers want considering that consumers owned by PT. The average Kebon Jeruk Palace is from the middle to upper class who are very concerned with professional service. The following is data on the number of consumers (buyers) of Honda cars at PT. Kebon Jeruk Palace (Honda Car Dealer) West Jakarta during the 2020-2024 period, as follows:

Table 2: Data on the Number of Consumers (Buyers) of Honda Cars PT. Kebon Jeruk Palace West Jakarta 2020-2024

Month	Number of Consumers Per Year									
	2020		2021		2022		2023		2024	
	T	R	T	R	T	R	T	R	T	R
January	96	75	100	96	103	83	106	80	110	82
February	96	68	100	76	103	70	106	92	110	80
March	96	61	108	1	107	1	107	1	107	7



Month	Number of Consumers Per Year									
	2020		2021		2022		2023		2024	
	T	R	T	R	T	R	T	R	T	R
arch	6	3	0	2	0	4	0	9	1	4
Apr	9	61	1	7	1	7	1	7	1	7
May	9	6	1	8	1	7	1	8	1	8
June	9	7	1	7	1	7	1	8	1	8
July	9	7	1	8	1	6	1	8	1	8
Aug	9	77	1	6	1	6	1	6	1	7
Sept	9	6	1	5	1	3	1	7	1	7
Oct	9	7	1	5	1	3	1	6	1	7
Nov	9	7	1	61	1	3	1	8	1	6
Dec	9	7	1	4	1	3	1	8	1	8
Qu	1	8	1	8	1	8	1	9	1	9
ant	1	5	1	6	1	2	1	7	1	2
ity	2	1	0	5	3	6	7	2	0	8

Month	Number of Consumers Per Year									
	2020		2021		2022		2023		2024	
	T	R	T	R	T	R	T	R	T	R
T	1	1	1	1	1	1	1	1	1	1
ar	1	1	1	1	1	1	1	1	1	1
ge	5	5	2	2	2	2	2	2	2	2
t	2	2	0	0	3	3	6	6	2	2
P	1	7	1	7	1	6	1	7	1	7
er	0	3,	0	2,	0	5,	0	6,	0	0
ce	0	9	0	1	0	5	0	4	0	3
nt	%	%	%	%	%	%	%	%	%	%
ag										
e										

Source: PT. Kebon Jeruk Palace (Honda Car Dealer) West Jakarta, 2025 (processed)

Based on the data in the table above, it shows that Honda car sales at PT. The Kebon Jeruk Palace (*Honda Car Dealer*) West Jakarta for 5 years (2020-2024) has experienced fluctuating development and has not reached the specified targets every month or per year. This condition clearly needs to be corrected immediately considering that consumers who are dissatisfied with the tendency to switch to buying from *competitors*. The decline in sales in units and the decreasing number of consumers clearly must be overcome immediately, the author indicates that there are several indicators that cause the number of sales not to reach the target such as less than optimal promotions.

Based on the phenomenon of declining sales and also the results of the pre-survey described above, the author indicates that there are several indicators that cause the number of sales not to reach the target, including the variables of *relationship marketing* and after-sales service that are still lacking. Efforts to increase competitive advantage can be done by creating consumer satisfaction. One of the strategies that can be applied in creating consumer satisfaction is by establishing a sustainable relationship between the company and consumers,

which is often called *relationship marketing*. In other words, *relationship marketing* is an effort to develop sustainable relationships with consumers.

PT. Kebon Jeruk Palace (Honda Car Dealer) West Jakarta experienced an unstable sales rate. This unstable sales rate can be caused by many factors. In addition to the factors that have been explained above, other factors such as the provision of after-sales service are also suspected by the author to be the cause of the decline in sales. In an effort to improve after-sales service, the company creates service standards by providing the best, proactive, and optimal service so as to create an impression of *excellence*.

The basic goal of the industry that produces a product is to provide good and maximum after-sales service in accordance with consumer expectations in order to foster interest in buying consumers, so that the company's provider has a good relationship with consumers. Companies are required to be ready to meet consumer desires and keep up with the times, namely by improving after-sales services so that consumers do not easily switch to other product providers. Superior and consistent after-sales service will prove to consumers that the product used is the best product, so that value emerges that fosters desire that makes consumers buy again.

This is in line with the opinion of Kotler (2020:62) that competition at this time is not what is produced by a factory or various companies but competition from what they add to the factory's output in the form of packaging, services, advertisements, instructions for consumers, conditions of delivery of goods and other things that are valuable to a consumer. With quality improvement and after-sales being prioritized, this is the key to winning the competition. The main thing to see in this business competition is in after-sales service which is a consideration for consumers to provide expectations according to their wishes. The forms of after-sales service carried out by the company such as providing spare parts, providing guarantees in terms of product maintenance and maintenance, providing experts for product maintenance and customer service in terms of product

repair and maintenance.

After-sales service is a service provided by the manufacturer or seller after a sale which can be in the form of providing a warranty, repair services, professional training and how to use it, as well as home delivery services. With this after-sales system, the system offered provides room for complaints for products that are not suitable and there are errors in the product such as providing a warranty and freeing consumers to provide things that make consumers uncomfortable or the products provided are not as desired. Complaints or complaints are expressed by consumers (Kusumastiti, 2019). The meaning of the feeling of distress in the sense above is a feeling of dissatisfaction triggered by the purchase of a good or service. Responding to consumer complaints properly and effectively will make the quality of the business will develop and consumers will also not move to other business entities.

In this case, if the after-sales service is neither efficient nor effective in the system and far from the expectations they expect, this is what makes consumers distrust the company. In addition to the lack of satisfaction from consumers, new consumers will not be interested in buying or using products offered by the company. After-sales service is a system that is beneficial for this business, as seen by the existence of sales services that are expected to make consumers feel satisfied. But often at PT. Kebon Jeruk Palace (Honda Car Dealer) found several problems where after-sales service was not effective in carrying out its services which should be focused on after-sales service.

Every product that consumers buy, especially products that are durable, will one day be damaged so that after-sales service plays a key role. If the after-sales service provided by the manufacturer to the consumer or the consumer runs effectively and efficiently even exceeds the expectations of the consumer, then there will be a satisfaction from the consumer. But on the other hand, if the after-sales service provided is less effective and efficient or does not satisfy them, especially if it is far from the expectations of consumers so that there is a sense of

disappointment or lack of satisfaction, then consumers no longer want or hesitate to use the facilities or services offered. In addition, the company's good name becomes bad in the minds of consumers and will be risky again if consumers tell other consumers about the ugliness of the company in question.

Consumer satisfaction is a concept in marketing. According to (Kotler & Keller, 2021) Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of a product to the expected performance. Consumers will be happy and satisfied if all their needs are always served effectively. If consumers feel satisfied, then consumers will make continuous purchases, recommend to others, buy outside the product or service line and are not easily influenced or interested in other product or service offerings. Consumer satisfaction is one of the core goals pursued in modern marketing. This is because with Satisfaction it is expected that the company will get long-term benefits from a sustainable relationship with consumers.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to test the influence between *relationship marketing* and after-sales service variables on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta. The population and sample in this study amounted to 228 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

- If the calculated value $>$ the table, then the statement item is said to be valid.
- If the rcalculated value $<$ rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely the variables of *relationship marketing*, after-sales service and consumer satisfaction with the following details:

Relationship Marketing Variable Validity Testing (X₁)

Based on the results of the validity test, the following results were obtained:

Table 3: Testing the Validity of the Relationship Marketing Statement Instrument (X₁)

Statement No	r count	r Table	Remarks
KX1-1	0,438	0,117	Valid
KX1-2	0,475	0,117	Valid
KX1-3	0,399	0,117	Valid
KX1-4	0,549	0,117	Valid
KX1-5	0,478	0,117	Valid
KX1-6	0,531	0,117	Valid
KX1-7	0,435	0,117	Valid
KX1-8	0,518	0,117	Valid
KX1-9	0,452	0,117	Valid
KX1-10	0,505	0,117	Valid

Source: Data Processing, 2025.

Based on the table above, if $r_{\text{counts}} > r_{\text{table}}$, it is declared valid and vice versa, if $r_{\text{counts}} < r_{\text{table}}$, it is declared invalid. In this study, the number of samples (n) to be tested was 228 respondents with a bidirectional significance level of 0.050 with the provision that $df = n - 2$, then $df = 228 - 2 = 226$, then the r table was obtained as 0.117. From the table above, the statement on the *relationship marketing variable* can be said to be valid

because all statements have a calculated r value of > 0.117 .

After-sales Service Variable Validity Testing (x_2)

Based on the results of the validity test, the following results were obtained:

Table 4: Instrument Validity Testing After-Sales Service Statement (X_2)

Statement No	r count	r Table	Remarks
KX2-1	0,453	0,117	Valid
KX2-2	0,412	0,117	Valid
KX2-3	0,340	0,117	Valid
KX2-4	0,548	0,117	Valid
KX2-5	0,491	0,117	Valid
KX2-6	0,495	0,117	Valid
KX2-7	0,556	0,117	Valid
KX2-8	0,577	0,117	Valid
KX2-9	0,448	0,117	Valid
KX2-10	0,425	0,117	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statement items in the after-sales service variable are declared valid, it is evidenced by the value of r calculated $> r$ of the table, $(n-2) = 228 - 2 = 226$ which is 0.117 . Thus, the data is suitable to be forwarded as research data.

Testing the Validity of Consumer Satisfaction Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 5: Testing the Validity of the Consumer Satisfaction Statement Instrument (Y)

Statement No	r count	r Table	Remarks
KY-1	0,401	0,117	Valid
KY-2	0,409	0,117	Valid
KY-3	0,489	0,117	Valid
KY-4	0,616	0,117	Valid
KY-5	0,504	0,117	Valid
KY-6	0,511	0,117	Valid
KY-7	0,551	0,117	Valid
KY-8	0,428	0,117	Valid
KY-9	0,537	0,117	Valid
KY-10	0,375	0,117	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statements on the consumer satisfaction variable are declared valid, as evidenced by the value of r calculated $> r$

of the table, $(n-2) = 228 - 2 = 226$ which is 0.117 . Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. A valid instrument is generally definitely reliable, but a reliability tester needs to be done. The following is a table of instrument reliability results:

Relationship Marketing Variable Reliability Test (X_1)

Based on the results of the reliability test, the following results were obtained:

Table 6: Relationship Marketing Variable Reliability Test (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,624	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *relationship marketing* variable is said to be reliable, because the test obtained a *Cronbach alpha* value greater than 0.600 , which is $0.624 > 0.600$.

After-sales Service Variable Reliability Test (x_2)

Table 7: Reliability Test of After-sales Service Variables (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,608	10

Source: SPSS 26 data processing

From the table above, it can be seen that the after-sales service variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600 , which is $0.608 > 0.600$.

Reliability Test of Consumer Satisfaction Variable (Y)

Table 8: Reliability Test of Consumer Satisfaction Variable (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,618	10

Source: SPSS 26 data processing

From the table above, it can be seen that the consumer satisfaction variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600 , which is $0.618 > 0.600$.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 9: Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		280
Normal Parameters ^{a,b}	Red	.0000000
	Std. Deviation	2.64098263
Most Extreme Differences	Absolute	.027
	Positive	.026
	Negative	-.027
Test Statistic		.027
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

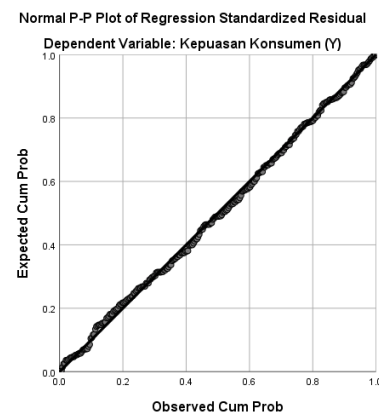
d. This is a lower bound of the true significance.

Source: Data Processing, 2025.

From the table above, a significant value (2-tailed) of 0.200 can be obtained. Because the significance is more than 0.050 or ($0.200 > 0.050$), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a Probability Plot (P-P Plot) graph which in principle normality can be detected by looking at the

pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



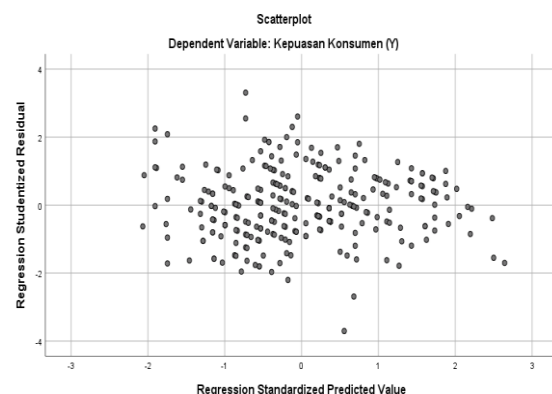
Source: Data Processing, 2025.

Figure 1: P-Plot of Normality Test

From the graph above, it can be seen that the points are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the variables of relationship marketing (X_1), after-sales service (X_2) and consumer satisfaction (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the scatterplot graph as follows:



Source: Data Processing, 2025.

Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the influence between *relationship marketing* (X₁) and after-sales service (X₂) on consumer satisfaction (Y), it can be done with a t test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H₀ is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} > t_{table}$ means that H₀ is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Relationship Marketing Variables (X₁)

The hypotheses that will be tested in this section are:

H₀₁: There was no significant effect between *Relationship Marketing* consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

H_{a1}: There is a significant influence between *Relationship Marketing* consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 10: Partial Hypothesis Test Results Between Relationship Marketing (X₁) and Consumer Satisfaction (Y)

Coefficient					
Models	B	Unstandar dized Coefficient s	Standar dized Coeffici ents	t	Si g.
		Std. Erro r	Beta		
1 (Const ant)	14. 965	1.713		8.7 38	.0 00
Relatio nship Marketi ng (X ₁)	.62 5	.046	.634	13. 674	.0 00

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the *value of $t_{calculated} > t_{of the table}$* or (13.674 > 1.969), this is also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H₀₁ was rejected and H_{a1} was accepted, this shows that there is a significant influence between *relationship marketing* on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

Partial Hypothesis Test for After-Sales Service Variables (X₂)

The hypotheses that will be tested in this section are:

H₀₂: There is no significant influence between after-sales services on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

H_{a2}: There is a significant influence between after-sales service on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 11: Partial Hypothesis Test Results Between After-Sales Service (X₂) and Consumer Satisfaction (Y)

Coefficient					
Models	B	Unstandar dized Coefficient s	Standar dized Coefficie nts	t	Si g.
		Std. Error	Beta		
1 (Const ant)	12.9 63	1.822		7.11 6	.0 00
After- sales Service (X ₂)	.679	.049	.642	13. 951	.0 00

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the *value of $t_{calculated} > t_{of the table}$* or (13.951 > 1.969), this is also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H₀₂ was rejected and H_{a2} was accepted, this shows that there is a



significant influence between after-sales service on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all independent variables (*relationship marketing* and after-sales service) against their dependent variables (consumer satisfaction). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H03: There was no significant effect between *Relationship Marketing* and simultaneous after-sales service to consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

Ha3: There is a significant influence between *Relationship Marketing* and simultaneous after-sales service to consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

As a comparison to see the significant effect, a significant level of 5% (0.05) was used and compared the F-calculation with the F-table with the following criteria:

- 1) If $F_{\text{calcul}} < F_{\text{table}}$ means H_0 is accepted and H_a is rejected
- 2) If $F_{\text{calcul}} > F_{\text{table}}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 228 - 3 = 225$$

So with a significance of 5% or 0.05, F_{table} of 225 = 2.637 from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 12: Results of simultaneous test (test f) between *relationship marketing* (x1) and after-sales service (x2) on consumer satisfaction (y)
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Models	Sum of Squares	df	Mean Square	F	Sig.
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1 Regression	2062.002	2	1031.001	146.759	.000
Residual	1945.966	27	7.0257		
Total	4007.968	27			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), After-sales Service (X2), Relationship Marketing (X1)

Source: Data Processing, 2025.

Based on the test results in the ANOVA table above, the value of F was obtained $> F$ calculation of the table or $(146.759 > 2.637)$ and strengthened with a significance of < 0.05 or $(0.000 < 0.05)$. So, it can be concluded that *relationship marketing* and after-sales service together have a significant effect on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good *relationship marketing* and after-sales service are to consumer satisfaction. Furthermore, the results of this study will be discussed as follows:

The Influence of *Relationship Marketing* (X1) on Consumer Satisfaction (Y)

Relationship marketing is an important component of satisfying customers. Because in *relationship marketing* there is an element of trust, commitment, communication, conflict management or complaint handling, which is built between the company and its consumers, which makes the company have a good relationship with customers and also benefits both parties, so that customers will feel satisfied with their good experience with the company concerned.

This is in line with the opinion of Morgan & Hunt (2019:55) that "relationship marketing is all marketing activities that are directed to build, develop and maintain successful relational exchanges". Morgan & Hunt (2019:55) explain that the indicators used include:



Trust, Commitment, Communication, Problem Management, Reputation.

Based on the results of the analysis, *the relationship marketing research variable* has a significant effect on consumer satisfaction as evidenced by the results of the t -calculation test = 13.674 while $t_{table} = 1.969$ ($t\text{-count} > t_{table}$) with a significant level of $0.000 < 0.05$, then H_{01} is rejected and H_{a1} is accepted.

This research is in line with the research that has been conducted by Muhammad Hisyam, Tri Sakti Farismanto (2024). The Effect of Relationship Marketing on Teppanyaki Maison Tatsuya Aeon BSD City Customer Satisfaction. In his study, it was concluded that *relationship marketing* has a significant effect on consumer satisfaction with an influence contribution of 81.6% and the hypothesis test obtained $\text{sig. } 0.000 < 0.05$.

The Effect of After-Sales Service (X2) on Consumer Satisfaction (Y)

After-sales service has an important role in creating customer satisfaction. Consumers' perception of whether the company's services are good or not depends on the suitability and desire of the services they obtain. Especially for service provider companies, the services provided are a benchmark for consumer satisfaction. If the after-sales service is perceived to be smaller than expected, consumers will feel disappointed and dissatisfied and even have other negative impacts on the company.

This is in line with the opinion of Tjiptono (2020:85) who argues that "after-sales service is a service provided by a company to consumers after the transaction process occurs". After-sales service is carried out by the company to provide satisfaction to customers, establish cooperation with consumers, maintain good relationships. Furthermore, Tjiptono (2020:85) explained that the indicators of after-sales service: Warranty, Supply of spare parts, Maintenance and repair services

Facilities, Equipment.

Based on the results of the analysis, the after-sales service variable has a significant effect on consumer satisfaction as evidenced by the results of the t cal test

= 13.951 while $t_{table} = 1.969$ ($t_{cal} > t_{table}$) with a significant level of $0.000 < 0.05$, then H_{02} is rejected and H_{a2} is accepted.

This research is in line with research that has been conducted by Halid Ahmad, Rafli Hinele, Andi Juanna (2023). The Effect of After-Sales Service on Consumer Satisfaction of Yamaha Motorcycle Users of PT Hasjrat Abadi Medan City. In his study, it was concluded that after-sales planning had a significant effect on consumer satisfaction with an influence contribution of 52.1% and the hypothesis test obtained a sig. value of $0.000 < 0.05$.

The Simultaneous Effect of Relationship Marketing (X1) and After-Sales Service (X2) on Consumer Satisfaction (Y)

The company's ability to understand consumer needs by providing quality after-sales service is one of the useful ways to increase the number of customers for the company. After-sales service is the most important thing that every company must have, if the after-sales service provided is not satisfactory, then consumers will feel disappointed so that consumers are less satisfied with the after-sales service provided, and the company will not get the trust of consumers.

This is in line with the opinion of Kotler and Keller (2020:138) "consumer satisfaction is a person's feeling of pleasure or disappointment after comparing the performance of a perceived product with their expectations. If the performance does not meet expectations, then the consumer is not satisfied and if the performance is in accordance with expectations, then the consumer is satisfied". It was further explained that there are 5 indicators to measure consumer satisfaction, namely: Feeling satisfied (in the sense of being satisfied with the product and service), Always wanting to use the chosen product, Will recommend to others, Fulfillment of consumer expectations after buying the product, Lack of attention to competitor products.

Based on the results of the Anova test, the value of $F_{cal} > F_{table}$ or (146.759 > 2.637) was obtained and also strengthened with a significant value of < 0.05 or ($0.000 < 0.05$), then H_{03} was



rejected and H_{a3} was accepted. So it can be concluded that *relationship marketing* and after-sales service together have a significant effect on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

This research is in line with the research that has been conducted by Ferri Kurniawan, Nawazirul Lubis (2019). The Influence of *Relationship Marketing* and After-Sales Service on Customer Satisfaction of PT. Astra International Isuzu Semarang. In his study, it was concluded that *relationship marketing* and after-sales service simultaneously had a significant effect on customer satisfaction with an influence contribution of 28.7% and the hypothesis test obtained sig. $0.000 < 0.05$.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of *relationship marketing* (X_1) and after-sales service (X_2) on consumer satisfaction (Y), it is as follows:

1. Partially *relationship marketing* has a significant effect on consumer satisfaction, this is evidenced by the results of the hypothesis test obtained by t count of $> t$ table ($13,674 > 1,969$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that *the relationship marketing* variable has a significant effect on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.
2. Partially, after-sales service has a significant effect on consumer satisfaction, this is evidenced by the results of the hypothesis test obtained by t count of $> t$ table ($13,951 > 1,969$) and also strengthened with a significance of $0.000 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that the after-sales service variable has a significant effect on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.
3. *Relationship marketing* and after-sales service simultaneously affect consumer satisfaction, this is evidenced by the

results of the hypothesis test obtained F count $> F$ table or ($146.759 > 2.637$) and also strengthened with a significance of $0.000 < 0.05$. Hence H_{a3} is accepted. Thus, it can be concluded that the variables of *relationship marketing* and after-sales service simultaneously have a significant effect on consumer satisfaction at PT. Kebon Jeruk Palace (Honda Car Dealer) in West Jakarta.

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