

An Exploration of the Relationship Between Promotion Strategy, Product Quality, and Service Quality on Customer Satisfaction on the Purchase of Honda Motorcycles in Pekanbaru

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Abstract

Purpose: This study aims to determine the effects of promotional strategies, product quality, and customer service on customer satisfaction in purchasing Honda motorcycles in Pekanbaru.

Research Methodology: This study used a quantitative approach with an online questionnaire survey. The measurement scale used a Likert scale. Data analysis was performed using multiple linear tests. The SPSS 21.0 application program was used.

Results: A total of 100 respondents, who were customers of Honda dealers in Pekanbaru, participated in the study. The analysis revealed that promotional strategies, product quality, and customer service positively influenced customer satisfaction.

Conclusions: Personal financial management is crucial for maintaining financial stability in KIP students at the Faculty of Economics and Business. Social pressures and a consumerist lifestyle must be addressed to ensure that KIP Kuliah FEB utilize their scholarships optimally.

Limitations: The study is limited by the sample size, as it only includes 100 respondents from one region, which may not fully represent the broader population of the country.

Contributions: The findings of this study provide valuable insights for companies seeking to enhance customer satisfaction. They contribute to marketing decisions by emphasizing the need for effective promotional strategies, product quality improvements, and excellent customer service to increase consumer satisfaction.

Keywords: *Customer Satisfaction, Customer Service, Product Quality, Promotion*

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1. Introduction

In entering this era of globalization, business activities are characterized by increasing competition between companies. Moreover, for companies that produce similar products. Likewise, this is what happens to automotive companies in Indonesia, especially motorcycles. With many automotive companies in Indonesia, consumers are more selective when choosing. A variety of options, such as engine quality, motorcycle design, and motorcycle color, are determinants of consumer interest in buying a motorcycle. This gives the impression that business people must be very focused on continuing to innovate and run their businesses. With many automotive companies creating various types of motorcycles, consumers will be more selective in their choices.

Similarly, there is an automotive company in Pekanbaru, which is an automotive subsidiary of Medan. It specifically handles the marketing of Honda motorcycles in the provinces of Nanggroe, Aceh, Darussalam and Riau. In addition to distributing Honda motorcycles through a dealer network, this automotive company in Pekanbaru sells Honda motorcycles directly to consumers, customer groups, and agencies through branch/marketing offices. With a complete selection of types and models, the after-sales network, known as Astra Honda Authorizes Service Station (AHASS), is ready to provide the best service to consumers with mechanics who have been trained and have undergone formal education as Astra Honda mechanics. Honda genuine parts are also easy to obtain at Outlets/Part Shops. Honda's special original parts dealer, Honda Exclusive Part Shop (HEPS), was also created to make it easier for consumers to obtain parts that are guaranteed to be authentic.

The company emphasizes customer satisfaction with modern standard showroom design, maintained cleanliness, and friendly service at every sales counter. To accommodate the needs of Honda motorcycle consumers on credit, branch and marketing offices, as well as our dealer network, serve credit sales with competitive interest rates, low administration fees, and fast survey services through self-funded loans and financial institutions. Honda remains the most popular motorcycle product among Indonesian consumers because of its comparative advantage, which is unmatched by other motorcycle products. Although it already has advantages, an interesting marketing concept is needed to attract consumers to Honda motorcycles.

There are many studies on marketing, one of which is consumer behavior. Consumer behavior is a dynamic aspect of human activity that constantly adapts to environmental and social influences. However, consumer behavior is closely related to the purchasing process. When consumers engage in tasks such as product evaluation, search, and research. Consumer behavior is the basis for consumers' purchasing decisions.

Several experts have expressed their opinions about the quality of service, one of which was Phillip B. Crosby, who said that when an activity or process does not occur or has no errors at all in the management of operations, namely when preparation, planning, and input are running, the process or activity can be said to have quality. Quality is determined based on customers' responses to a company's products, expressed through various forms and ways. This means that Crosby's theory demands more stringent requirements between producers and consumers, whereas Armand's theory tends to be abstract and immeasurable, making it difficult to implement ([Endeshaw, 2021](#); [Hamid, Isa, Chew, & Altun, 2019](#)).

According to [Sudirjo et al. \(2023\)](#), there is a business philosophy that states that satisfying consumer needs is an economic and social condition for the survival of the company. The marketing concept is consumer-oriented and seeks to fulfill the demands and desires of the consumer. This is not the same as the previous assumption that marketing was centered around products, sales, and company finances. The products offered by the company can be a form of motivation, perception, and attitude of consumers in their purchasing decisions. It is possible to acquire a motorbike through the financing program, as credit can be obtained with an affordable down payment for all income levels. Consumer behavior is influenced by age, gender, occupation, and income factors.

The goal of a company cannot be separated from seeking maximum profits. Therefore, managers must formulate appropriate policies to ensure that the goods or products sold are accepted by consumers who need them. Internal and external variables may cause a product's sales to rise or fall. Internal factors can occur because of the company itself, for example, product quality and the quality of service provided by the company. Meanwhile, external factors include the emergence of various motorcycle brands being marketed extensively and offering competitive prices and various attractive types and types.

The *Asosiasi Industri Sepeda Motor Indonesia* (AISI), also known as the Indonesian Motorcycle Industry Association, functions as a forum for national-scale organizations whose members aim to share knowledge and record the development of motorcycle sales every year. According to AISI data in 2018, the first position in motorcycle sales in Indonesia is held by Honda with sales of 4,759,202 units.

Meanwhile, Yamaha held the second position with sales of 1,455,088 units. Meanwhile, Suzuki held the third position with total sales of 89,508 units. The fourth position in motorcycle sales was Kawasaki, with a total of 78,982 units. The same thing happened in 2019, where the manufacturer with the most sales was Honda, followed by Yamaha, Suzuki, and Kawasaki.

To determine consumer satisfaction through these three variables, the researcher distributed a questionnaire to 30 people at random. In the dissemination of the questionnaire, the results were obtained that in terms of promotion by 10%, product quality by 70%, and finally from the quality of service by 20%. It can be seen from the distribution of the questionnaire that almost most of the respondents chose product quality as a factor in deciding to buy the two-wheeled motorcycle.

Factors that attract customers include promotional, product, and service quality. These factors are considered when purchasing a product, which ultimately affects consumer satisfaction. Consumer satisfaction can be enhanced through promotions that are part of a series of marketing activities. Promotion is the action of informing or reminding customers about a specific product/brand so that they desire more of the product ([Larika & Ekowati, 2020](#)). [Rofiah and Fadil \(2023\)](#) states that promotions are used to support various other marketing strategies (product strategy, pricing strategy, and distribution strategy). Promotions expedite the communication of marketing strategies to consumers. Without promotions, other strategies struggle to reach consumers. Therefore, companies must be able to determine the promotional tools that can be used to fulfill sales ([Brata, Husani, & Ali, 2017](#)).

The second factor that can affect consumer satisfaction is the product quality. Products are everything that can be offered to the market to meet the desires or needs of consumers ([Mahsyar & Surapati, 2020](#)). The marketed products include physical goods, services, experiences, events, people, places, properties, organizations, and ideas. Product quality is an important factor that can affect a brand's reputation. Therefore, product quality planning is required to determine the quality of the product needed to achieve customer satisfaction ([Hsu, Chen, & Feng, 2024](#)). The disadvantage of Honda's product quality compared to Yamaha is that the body easily sags or the paint fades after a few years of use. Based on these weaknesses, Honda needs to develop an advantage that will allow it to compete with Yamaha and other competitors. The advantage provided by Honda products are more fuel efficient. This advantage keeps customers interested in Honda products.

The emergence of several increasingly fierce competitive products in the automotive industry means that automatic motorbikes are becoming more numerous and diverse. The public has many choices in choosing and deciding which Honda motorbike to choose, so that the company is sustainable and consistent in improving product quality, so that its potential customers do not abandon it. This study is based on research by [Mayasari \(2011\)](#) entitled "The Influence of Product Quality and Price on Loyalty Through Consumer Satisfaction." This study aims to determine whether product quality and price influence loyalty through consumer satisfaction with Honda motorbike users. Path analysis was used in this study.

The results of this study show that product quality and price have a good effect on loyalty through consumer satisfaction of Honda motorbike users. One thing that consumers consider when choosing goods to buy is the service provided by the dealer itself, whether it is what consumers want or not, because many things cause consumers to feel dissatisfied with the service provided by the company. Consumers who are satisfied with the dealer will return to visit the dealer because of the trust factor that has been formed between consumers and the dealer.

According to previous research conducted by [Munisih and Soliha \(2015\)](#), service quality has a positive and significant effect on customer value. Service quality and customer satisfaction are inseparable. Consumer satisfaction is a correction from the service provider regarding the extent of the service provided, whether it has improved, remained the same, or even decreased. Service quality and consumer satisfaction can be achieved if the quality of service provided is based on applicable regulations and if the service provider understands what consumers are asking for so that the objectives of the service can be achieved.

Apart from paying attention to the marketing mix, companies must also consider consumer behavior in purchasing a product. The marketing mix significantly affects consumer decisions through consumer behavior. Therefore, companies must have a good marketing strategy by implementing a marketing mix in every marketing activity and must know consumer behavior in making decisions to buy a product. Based on this background, this research aims to analyze the influence of promotional strategies, product quality, and service on customer satisfaction when purchasing Honda motorbikes in Pekanbaru.

2. Literature Review

2.1 Consumer Satisfaction

According to [Armstrong, Adam, Denize, and Kotler \(2018\)](#), satisfaction is a person's feeling after comparing perceived performance (results) with expectations. Therefore, the level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three general levels of satisfaction: if performance is below expectations, the customer is disappointed; if performance meets expectations, the customer is satisfied; and if performance exceeds expectations, the customer is very satisfied. Consumers who are satisfied with the products or services they use will return to using the products or services offered ([Rachmawati & Wibisono, 2025](#)). This builds consumer loyalty. There are several methods that every company can use to measure or monitor its consumers and competitors. There are four methods to measure consumer satisfaction: complaint and suggestion systems, ghost shopping, lost customer analytics, and consumer satisfaction surveys ([Asbar & Saptari, 2017](#)).

The main variables that determine customer satisfaction are expectations (what is expected) and perceived performance the services received. Dissatisfaction bias is even greater if consumers feel that their complaints are not resolved quickly and appropriately. This condition can cause consumers to be prejudiced and hurt; the most important thing for consumers is that the agency must show concern and regret for the disappointment of consumers. Therefore, employees must be trained and given the authority to make decisions to handle such situations ([Khotimah & Purwanti, 2018](#)). The indicators used in this study were the suitability of expectations for products and prices, interest in returning visits, and willingness to recommend products ([Masili, Lumanauw, & Tielung, 2022](#)).

2.2 Promotion

Promotion is a variety of activities carried out by the company for these activities, the aim of which is to create an effective promotional process so that the objectives of the promotional program in particular and marketing as a whole are achieved, namely achieving the expected level of sales and providing profits for the company. According to [Lubis \(2016\)](#), promotion is essentially a marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned. [Lubis \(2016\)](#); [Zairina, Wibisono, Ngaliiman, Indrayani, and Satriawan \(2023\)](#) stated that promotions carried out by a company are the use of a combination of promotional elements or equipment, which reflects the implementation of the company's promotional policies. The combination of promotional elements or equipment is known as the reference/promotional mix, which consists of advertising, personal selling, sales promotion, and publicity. According to research conducted by [Azizah and Prasetyo \(2019\)](#), promotion and service quality positively and significantly impact purchasing conditions. Promotion aims to disseminate information about the products sold by the company to consumers so that they are interested in the products offered and ultimately make a purchase decision ([Boangmanalu & Indrawati, 2025](#)). With promotional activities, it is hoped that the company's revenue will increase.

H₁: Promotional strategies have a positive effect on consumer satisfaction at Pekanbaru

2.3 Product Quality

Product quality is the ability of a product to demonstrate various functions, including durability, reliability, accuracy, and ease of use ([Armstrong et al., 2018](#)). From the consumer perspective, product quality is closely related to consumer satisfaction. The more satisfied consumers are with a product, the better its position in the competition. Quality is usually related to a product's benefits, usefulness, and function. Quality is a factor contained in a product that makes a product valuable according to the

purpose for which the product was produced. Quality is determined by a set of uses or functions, including durability, dependence on other products or components, exclusivity, comfort, and external appearance, which is, color, shape, and packaging. Quality plays an important role from the perspective of consumers, who are free to choose the level of quality, or from the perspective of producers, who begin to pay attention to quality control to maintain and expand their marketing reach. Quality is measured according to the buyer's view of the quality of the product. Improving product quality is felt to be very necessary, so the company's products are getting higher quality. If the company can implement this, it will be able to continue to satisfy consumers and increase the number of consumers. In the development of a company, product quality will also determine the rapid development of the company. In an increasingly competitive marketing situation, the role of product quality will be greater in the development of the company.

Based on research conducted by [Andrefa \(2018\)](#) titled “Analysis of Strategies for Determining Selling Prices and Product Quality on Consumer Buying Interest According to an Islamic Economics Perspective (study of cakes and bread at Surya Tirtayasa Minimarket Bandar Lampung)” using qualitative analysis methods, qualitative descriptive with the results that Surya minimarket uses a full cost plus additional cost based method which increases consumer buying interest every year, the product quality is of good quality according to consumer assessments. Quality plays an important role from the perspective of consumers, who are free to choose the level of quality, or from the perspective of producers, who begin to pay attention to quality control to maintain and expand their marketing reach. Quality is measured according to the buyer's view of the quality of the product.

H₂: Product quality has a positive effect on consumer satisfaction at Pekanbaru

2.4 Service Quality

According to [Atmaja \(2018\)](#), service quality is the ability of a company to provide services that have a direct impact on customer satisfaction by their needs and desires. According to [Armstrong et al. \(2018\)](#), service is a producer's behavior to fulfill consumer needs and desires to achieve consumer satisfaction. Kotler also stated that behavior can occur during, before, and after a transaction. In general, high-quality service results in high satisfaction and more frequent repeat purchases. The above definition can be considered the main characteristics of the service, which are invisible and involve human efforts or other equipment provided by the service provider company ([Ningrum, Fachrudin, & Ngaliman, 2024](#); [Susanti, Reniati, & Warlina, 2024](#)). Service is a very important factor, especially for companies in the service sector. This physical product is usually supported by various products. The product in question is usually a specific service offered by the company. Hence, it is important to know the limits theoretically. Definition and influencing factors of the service itself ([Atmaja, 2018](#)). Based on the research conducted by [Panjaitan and Yuliati \(2016\)](#), service quality (*X*), which consists of reliability, certainty, reality, empathy, and responsiveness, significantly influences customer satisfaction. The definition above can be known as the main characteristics of the service, which are invisible and involve human efforts or other equipment provided by the service provider.

H₃: Service quality positively affects customer satisfaction in Pekanbaru

2.5 Framework

The following can be described as a framework of thought used as the basis for this research. This framework serves as the foundation for the analyses conducted in this study.

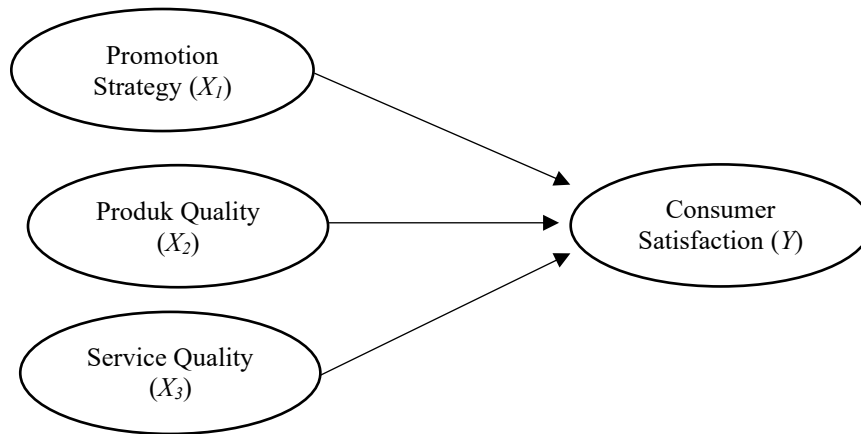


Figure 1. Framework of thought

3. Methodology

This study used a descriptive quantitative method. This quantitative descriptive method is based on the type of subject data sourced from the primary data. Descriptive research aims to test hypotheses or provide information about the subjects being researched (Nassaji, 2015). The population in this study comprised consumers who purchased Honda motorbikes. The sample in this study consisted of 100 respondents who bought Honda motorbikes in Pekanbaru, due to the limited number of consumers caused by motorcycle dealers that are still newly established. The sampling technique used was incidental sampling. Data were collected using a questionnaire. The measurement scale used a Likert scale. Data analysis was performed using multiple linear tests. The SPSS 21.0 application program was used.

4. Results and Discussions

4.1 Respondent Characteristics

The respondents in this study were consumers in Pekanbaru. Respondent characteristics were divided based on gender, age, employment, and income.

Table 2. Respondent characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	50	50.0
	Female	50	50.0
Sum		100	100.0
Age	18-20 Year	26	26.0
	21-25 Year	60	60.0
	26-30 Year	7	7.0
	> 30 Year	7	7.0
Sum		100	100.0
Job	Student	20	20.0
	housewife	18	18.0
	Labourer	10	10.0
	Employee	52	52.0
Sum		100	100.0
Income	< Rp 1,000,000	16	16.0
	Rp 1,000,000 – Rp 2,500,000	69	69.0
	Rp 2,500,000 – Rp 4,000,000	15	15.0
Sum		100	100.0

Based on the Table 2, it can be seen that the number of female and male respondents is the same, namely 50 people or 50%. For the age of most respondents who are 21-25 years old, which is as many as 60 people or 60%. The job with the highest number of respondents was private employees, with 52 people

(52 %). The respondents who participated had an income/salary > Rp. 1,000,000 – Rp. 2,500,000, which is 69 people or 69%. It can be concluded that at PT. Capella Dinamik Nusantara Riau, has equal consumers with male and female genders with the average age of consumers being adults aged 21-25 years. Consumer jobs are mostly private employees with incomes between Rp 1,000,000 – Rp 2,500,000.

4.2 Data Quality Test

4.2.1 Validity Test

The validity test in this study was used to determine whether there were statements in the questionnaire that had to be removed or replaced because they were considered irrelevant to the research. The test was carried out statistically, which can be done manually or with the support of SPSS 21 tools. The criteria or conditions for an item to be declared valid are if the calculated r is greater than the r table then the statement or indicator is declared valid. The r table in this study was 0.195.

The data show that each statement (indicator) of Promotion Strategy, Product Quality, Service Quality, and Consumer Satisfaction in the questionnaire is considered valid because the criteria or conditions for an item to be declared valid are if the correlation of each factor is positive and the value is greater than r table. Thus, it can be concluded that each statement (indicator) is declared valid for use as a variable measuring tool.

4.2.2 Reliability Test

The reliability Test is a tool for measuring the consistency of respondents' answers. If the answers provided are consistent, then the research instrument (questionnaire) is said to be reliable. In this study, the reliability of the questionnaire was tested using the Cronbach's alpha feature in SPSS 21. If the Cronbach's alpha value is > 0.6, the questionnaire is considered reliable.

Table 3. Reliability test results

Variables	Cronbach Alpha	Description
Promotion Strategy	0.813	Reliable
Product Quality	0.782	Reliable
Service Quality	0.948	Reliable
Consumer Saisfaction	0.874	Reliable

Based on this data, the results of the reality test on the promotion variable were 0.831, product quality 0.782, service quality 0.948, and customer satisfaction 0.874. Therefore, it can be concluded that all variables in the statement are declared reliable because they have met the required value, namely, a Cronbach's alpha value of 0.6>. In other words, the variable will still produce the same measurement or observation results, even if it is performed repeatedly.

4.3 Classical Assumption Test

4.3.1 Normality Test

The normality test determines whether the dependent and independent variables in a regression model have a normal distribution. To determine whether there is normality, the Normal P Plot of Regression Stand chart can be used. A good regression model is when the distribution is normal or close to normal distribution. The normality test method is by looking at the distribution of data on the diagonal source on the diagonal graph on the normal graph P-P Plot of regression standardized residual or by the Kolmogorov Smirnov one-sample test. From the results of the normality test, it can be seen that the Asymp.Sig value is 0.132 > 0.05, so it can be concluded that the data are normally distributed. If depicted on a graph as can be seen in Figure 2.

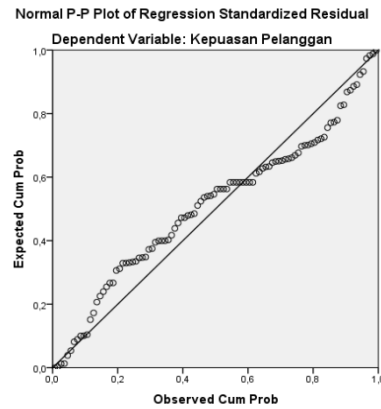


Figure 2. Normal P-P plot of regression residuals for customer satisfaction

4.3.2 Normality Probability Plot Test Results

From Figure 2, it can be seen that the results of the normality test show that the points are located around the diagonal line, and none are far from the diagonal line. This shows that the research data in the regression model were normally distributed.

4.3.3 Multicollinearity Test

This test is carried out to ensure no perfect correlation between one independent variable and other independent variables by examining the Variance Inflation Factor (VIF).

Table 4. Multicollinearity test

Variables	Tolerance	VIF	Information
Promotion	0.572	1.748	Multicollinearity did not occur
Product Quality	0.474	2.108	Multicollinearity did not occur
Service Quality	0.511	1.955	Multicollinearity did not occur

From Table 4, it can be seen that the VIF value for all the independent variables of the study was < 10 , and the tolerance value was > 0.10 , which indicates that there was no multicollinearity in this study model. Thus, it can be said that there is no relationship or correlation between variables.

4.3.4 Heteroscedasticity Test

This test aims to determine whether, in the regression model, there is an inequality of variance from the residuals of one observation to another. Examining the graph plot reveals whether heteroscedasticity is present. Heteroscedasticity testing was performed using scatterplot graphs. Heteroscedasticity occurs if there is a specific pattern, such as the points creating a regular pattern, which is, wavy, widening, then narrowing. If there is no clear pattern and the points are spread above and below the number 0 on the Y-axis, then heteroscedasticity does not occur.

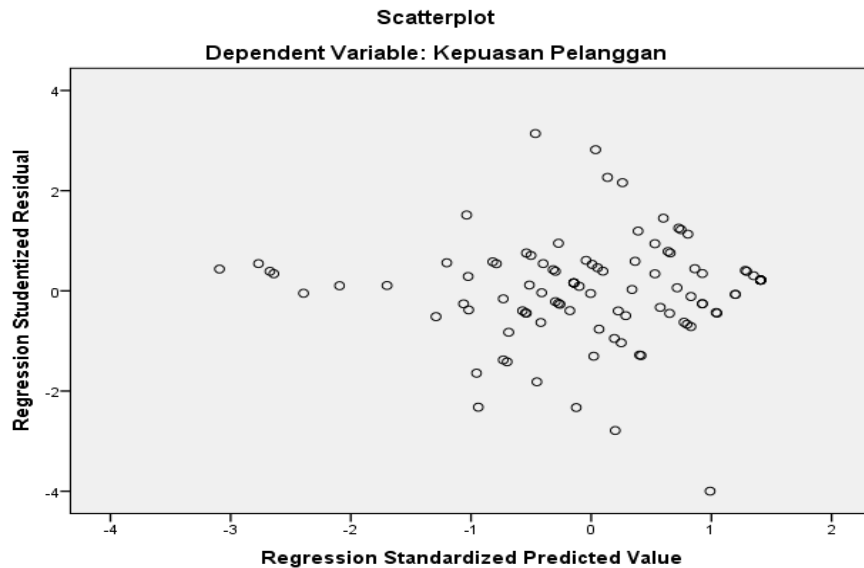


Figure 3. Scatterplot of regression standardized residuals for customer satisfaction

4.3.5 Heteroscedasticity Scatterplot Test Results

The heteroscedasticity test results above show no clear pattern of these points, and the points are spread above and below the number 0 on the Y-axis. This indicates that the regression model does not have symptoms of heteroscedasticity, which means that there is no interference in the regression model.

4.3.6 Multiple Linear Regression Analysis

The equation model $Y = a + BX_1 + BX_2 + BX_3$ was used to demonstrate the extent of influence of both, albeit in part. Next, multiple regression analysis was performed using SPSS. The results of the multiple linear regression equation $= a + bX_1 + bX_2 + bX_3$ based on the calculation results, the regression equation is $Y = 0.095 + 0.320X_1 + 0.384X_2 + 0.145X_3$. The value of $a = 0.095$ and the value of $b = 0.320X_1 + 0.384X_2 + 0.145X_3$. The constant value is 0.095, meaning that if promotion (X_1), Product Quality (X_2), and Service Quality (X_3) are 0 (zero), then customer satisfaction is 0.095.

The meaning of the numbers in the regression equation above is as follows: (1). The constant value (a) is 0.095, meaning that promotion (X_1), Product Quality (X_2), and Service Quality (X_3) are assumed to have a value of (0), so customer satisfaction (Y) is 0.095. (2) The regression coefficient value of 0.320 states that if promotion (X_1) increases by one unit and other variables remain constant, customer satisfaction (Y) will increase by 0.320. (3) The regression coefficient value of 0.384 states that product quality (X_2) has increased by one unit and other variables remain constant, then customer satisfaction (Y) will increase by 0.384. (4) The regression coefficient value of 0.145 states that if Service Quality (X_3) increases by one unit and other variables remain constant, customer satisfaction (Y) will increase by 0.145.

Table 5. Research results

Variables	B	t-count	Sig t	information
(Constant)	0.095			
Promotion	0.320	5.222	0.000	Significant
Product Quality	0.384	3.526	0.001	Significant
Service Quality	0.145	3.761	0.000	Significant
F Count	74.245			
Sig F	0.000			
Adjusted R Square	0.689			

Based on Table 5 of the t-test, it can be known as follows: (1) Based on the results of the research that has been carried out, Promotion has an effect on customer satisfaction with the value of tCount (5.222)

$> t_{Table} (1.983)$ and the significant value produced of 0.000 is still below 0.05, then the hypothesis in this study is accepted. (2) Based on the results of the research that has been carried out, product quality affects customer satisfaction with the value of $t_{Count} (3.526) > t_{Table} (1.983)$ and the significant value produced of 0.001 is still below 0.05; therefore, the hypothesis in this study is accepted. (3) Based on the results of the research that has been carried out, service quality affects customer satisfaction with the value of $t_{Count} (3,761) > t_{Table} (1,983)$ and the significant value produced of 0.000 is still below 0.05; therefore, the hypothesis in this study is accepted.

From Table 4, it is known that F_{cal} is 74.245 with a significance of 0.000 F , the table can be obtained from F , a statistical table of 2.74, thus it is known that $F_{cal} (74.245) > F_{table} (2.74)$ with $Sig. (0.000) < 0.05$. This means that simultaneous promotions, product quality, and service quality influence customer satisfaction. Table 5 shows that the adjusted R Square value of 0.689 or 68.9% explains that promotion, product quality, and service quality can affect customer satisfaction, while the remaining 31.1% is influenced by other variables that are not used in this study.

4.4 Discussion of Research Results

4.4.1 The Effect of Promotions on Customer Satisfaction

The results of the descriptive analysis show that promotion is a factor that respondents consider good for increasing customer satisfaction. The results of the regression analysis and partial testing (t-test) on the customer satisfaction variable also obtained a significance value of 0.000, meaning that the promotion variable has a significant value, meaning that promotion has a positive and significant effect on customer satisfaction in Pekanbaru.

Based on the percentage value of customer satisfaction with the company products mean that the higher the company advertises in electronic and print media so that it is easy for everyone to access the products it markets, the more positive value it will get from consumers who buy the product. The highest value from the results of the descriptive analysis for the promotion variable was the statement "Capella Honda advertises through electronic and print media so that it is easily accessed by everyone" with an average value of 4.20. Meanwhile, the lowest value from the descriptive analysis results for the promotion variable is "Capella Honda provides test rides on the latest products" with an average of 3.90.

The results of this study are in line with those of [Ilyas and Mustafa \(2022\)](#), who stated that promotions have a positive and significant effect on customer satisfaction, and are in agreement with the opinion of [Prianggoro and Sitio \(2020\)](#) who stated that product or service promotion helps in the best way to build relationships with customers because everyone is looking for the best deal that has appropriate product information with discounts and other special offers on products that can increase the level of customer satisfaction.

4.4.2 The Influence of Product Quality on Customer Satisfaction

The descriptive analysis results show that product quality is a factor considered good by respondents for increasing customer satisfaction. The results of the regression analysis and partial testing (t-test) on the customer satisfaction variable also obtained a significance value of 0.001, meaning that the product quality variable has a significant value, indicating that product quality has a positive and significant effect on customer satisfaction in Pekanbaru.

The highest value from the results of the descriptive analysis for the product quality variable was the statement "Honda motorbike products are easy to use and comfortable" with an average value of 4.30, while the lowest value is from the results of the descriptive analysis for the product quality variable, namely the statement "Motorcycles Honda engines rarely have problems and repair costs are relatively affordable" with an average rating of 3.86. This means that the higher the company's concern for the products it markets, the more positive value it will get from consumers who buy the product because the quality of the product will influence the buying interest of customers who need a desired product. To meet customer satisfaction, the company provides good product quality, good service to retain customers, and affordable prices

This is in line with the research conducted by [Ekasari et al. \(2019\)](#), [Hoe and Mansori \(2017\)](#), [Hsu et al. \(2024\)](#), which states that product quality has a significant effect on customer satisfaction. This is in contrast to the study conducted by [Cahaya, Siswanti, Putra, and Pattiwael \(2023\)](#) which states that the hypothesis of the influence of product quality on customer satisfaction is rejected or that product quality has no effect on customer satisfaction.

4.4.3 The Influence of Service Quality on Customer Satisfaction

The descriptive analysis results show that service quality is a factor considered good by respondents to increase customer satisfaction. The results of the regression analysis and partial testing (t-test) on the customer satisfaction variable also obtained a significance value of 0.000, meaning that the service quality variable has a significant value, indicating that service quality has a positive and significant effect on customer satisfaction in Pekanbaru.

Service quality is perceived by customers. Customers judge the perceived quality of a service based on what they describe in their mental descriptions. Customers will switch to other service providers who can understand their customer-specific needs and provide better service. Service quality can be interpreted as a measure of how good the level of service provided by the company is and whether it meets the expectations of customers/consumers. Consumers feel satisfied if the product or service they use receives good service. Good service makes consumers comfortable and may lead them to return to using the products/services offered by the company, thereby making them customers.

The highest value from the results of the descriptive analysis for the service quality variable was the statement "Employees at Capella Honda can answer every customer question about Honda products." With an average value of 4.15, the lowest value from the results of descriptive analysis for the service quality variable was the statement "*Employees at Capella Honda are easy to contact anytime and anywhere*". This means that the more a company cares about the quality of its service for the products it markets, the more positive value it will receive from consumers who buy these products. So PT. Capella Dinamik Nusantara should also communicate well with consumers, provide maximum service, fulfill the goods consumers want, and learn from previous mistakes. If these things can be implemented and carried out by the PT. Capella Dinamik Nusantara will also have a positive impact on product sales.

This is in line with the research conducted by [Janahi and Al Mubarak \(2017\)](#), which states that the six main dimensions of customer service quality (Compliance, Assurance, Reliability, Embodiment, Empathy and Responsiveness) have a positive relationship with customer satisfaction. In contrast to the research conducted by [Ali et al. \(2021\)](#), which states that service quality, which consists of assurance, tangibility, empathy, and responsiveness, has a positive significant influence on customer satisfaction, except for reliability, which has a negative effect on customer satisfaction.

5. Conclusions

5.1 Conclusion

This study aimed to determine the influence of promotion (X_1), product quality (X_2), and service quality (X_3) on customer satisfaction. The study involved 100 consumers of Honda dealers in Pekanbaru. The results, processed using SPSS for Windows version 21.0, indicate that promotion, product quality, and service quality have positive effects on customer satisfaction. Specifically, better promotions lead to higher customer satisfaction, higher product quality increases customer satisfaction, and better service quality contributes to greater consumer satisfaction. Therefore, improving these factors will positively impact customer satisfaction at Honda dealers in Pekanbaru, Indonesia.

5.2 Research Limitations

This study has several limitations, including a relatively small sample size (100 respondents), which may not fully represent the broader consumer population. This study also only focused on three specific variables (promotion, product quality, and service quality) and did not consider other factors that could influence customer satisfaction. Additionally, the study was limited to one geographical location, which may affect the generalizability of the results.

5.3 Suggestions and Directions for Future Research

Honda dealers in Pekanbaru are recommended to enhance their promotional strategies by providing product test rides and organizing raffle events to engage customers and increase satisfaction. Regarding product quality, companies should continuously improve the features and performance of their motorcycles to maintain customer loyalty. In terms of service quality, Honda dealers should focus on improving communication with customers, providing maximum service, and addressing customer feedback to enhance customer satisfaction.

Future research could explore other factors that may influence customer satisfaction, such as customer loyalty programs, brand perception, and post-purchase services. A larger and more diverse sample, as well as the inclusion of additional variables, would help validate and expand the findings of this study. Moreover, future studies could compare the effects of promotional strategies, product quality, and service quality across different regions to determine whether these factors have the same impact on customer satisfaction in other areas.

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Author Contributions

SS conceptualized and designed the study, collected the data, and wrote the original draft of the manuscript. LH contributed to the data analysis, conducted statistical tests using SPSS, and assisted in writing the review and final version of the manuscript. YY helped with the literature review and methodology development. SI contributed to the interpretation of the results and reviewed the manuscript for consistency and accuracy of the content. Mustafa Kamal provided valuable insights on the theoretical framework and contributed to finalizing the manuscript.

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