The Effect of Safety Riding and Customer Satisfaction on the Company Image of PT. Daya Adicipta Motora Bandung

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ABSTRACT

The purpose of this study was to determine the effect of safety riding and consumer satisfaction on the corporate image of PT. Daya Adicipta Motor Bandung. This research was conducted on participants of Safety Riding training at PT. Daya Adicipta Motora Bandung. The sample used is a non-random sample consisting of 195 respondents. This research uses descriptive method with weighting and associative method. Data were collected using a questionnaire. The Likert scale model was tested using validity and reliability tests. The validity test was calculated using the Product Moment formula, while the reliability test was calculated using the Cronbach Alpha technique. Calculations using IBM SPSS Statistics 25.

Keywords: Safety Riding, Customer Satisfaction, Company Image

ABSTRAK


Kata Kunci: Safety Riding, Kepuasan Pelanggan, Citra Perusahaan
INTRODUCTION

Technological developments that are increasingly fast in the industrial era 4.0 are slowly becoming part of the daily lives of Indonesian people. In fact, the pandemic situation has also accelerated the process of adapting the technology. Technological developments have also penetrated the transportation sector, especially land transportation. Moreover, welcoming Indonesia’s new transportation era, the use of technology is considered to be able to provide solutions to several problems from land transportation modes. This includes preparation for welcoming future mobility, where people can achieve more productive and meaningful lives.

As regulated in the Law of the Republic of Indonesia Number 22 of 2009 concerning Traffic and Road Forces, it is explained that transportation has an important and strategic role to strengthen the realization of the archipelago insight, strengthen national resilience, and strengthen relations between nations in an effort to achieve national goals based on Pancasila and Pancasila 1945 Constitution. The development of wheeled vehicle sales has increased significantly, especially in passenger cars and Honda motorcycles, this shows that the desire to buy vehicles for daily use as a means of transportation is very high and is dominated by sales of two-wheeled motorcycles. PT Daya Adicpta Motora (DAM) as the main dealer of PT Astra Honda Motor (AHM) which manages the distribution and marketing of Honda motorcycles in the West Java area has contributed significantly to sales figures so that Honda motorcycles lead the national motorcycle market.

In 2018 PT. Daya Adicpta Motora (DAM) managed to record positive sales of 886,179 units of motorcycles, with the largest contribution from the automatic type of 813,204 units, the sport type contributing sales of 46,028 units and the remaining 26,947 units of the cub or motorcycle type. as a market leader also in the West Java area. This company has a vision of “To Become a Group of Best Managed Companies”.

To achieve this reputation there are 4 main factors that must be met, one of which is Beneficial to the community (Corporate Social Responsibility) which is related to the level of sales of the company. The ISO 26000 standard defines CSR as the moral responsibility of a company to its stakeholders, especially the community or community around its work area and operations. in accordance with Law No. 40 of 2007 concerning Limited Liability Companies article 74 where in the first point it is stated “Companies that carry out their business activities in the field and/or related to natural resources are obliged to carry out social and environmental responsibilities”.

Safety riding is one of the CSR (Corporate Social responsibility) programs which is a driving effort which pays more attention to the safety of drivers and other road users to reduce accidents and the consequences of traffic accidents (Wahyu, et al., 2016:372). Consumer satisfaction is something that must be taken into account, by every company, both service and goods companies because this can affect the number of sales from the company because starting from the feeling of consumer satisfaction, it will become, (Ningsih, et al., 2020:355).

Referring to the definition of image according to Huddleston, it can be concluded that the company’s image can be better in the eyes of the community if the community has trust and satisfaction from the things that are done by the company and of course very useful and beneficial for the community itself. To see the image of the company in the eyes of the community, especially consumers of Honda Motorcycles through the CSR (Corporate Social responsibility) program that has been carried out. then Based on the background of the research above, the identification of problems in this study are as follows 1. What is the description of Safety Riding at PT. Daya Adicpta Motora? 2. What is the description of customer satisfaction at PT.

RESEARCH METHODS

This study uses quantitative research methods with descriptive research design and associative methods. The research method is a scientific way to obtain data with certain purposes and uses, according to Sugiyono (2018: 2). There are four keywords that need to be considered, namely the 4 scientific method, data, objectives, certain uses. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic.

The design in a research plan aims to carry out research, so that a logic can be obtained, both in testing hypotheses or in making conclusions. In this study using the method of associative and descriptive problem formulation. Descriptive problem formulation is a problem formulation related to the question of the existence of independent variables, either only on one or more variables, so that researchers do not make comparisons of that variable with other samples, and look for the relationship of that variable to other variables, according to Sugiyono (2018: 64 ). The associative problem formulation is a research problem formulation that is asking the relationship between two or more variables, according to Sugiyono (2018: 65). This study involves three variables consisting of the dependent variable and the independent variable. The dependent variable is Company Image, while the independent variables are Safety Riding and Consumer Satisfaction. Data processing using SPSS version 25. The sample used as many as 195 respondents using non-probability sampling technique, namely purposive sampling technique. Data obtained on the results of the distribution of questionnaires to employees through statements This research focuses on the problem of the Effect of Safety Riding Program and Consumer Satisfaction on Corporate Image. Data Analysis Methods Data Validity Test Validity and reliability testing is a measuring tool used by researchers to conduct testing and to find out reliable and valid data. If the data is reliable and valid, the test results show the accuracy of the data.

RESULTS OF RESEARCH AND DISCUSSION

From the validity test table above, it is known that all indicators on the safety riding variable, customer satisfaction and company image have an r value greater than the r table value of 0.1406 so it can be concluded that all variables used are "Valid". whether the research instrument is reliable is by using a reliability test.

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Cronbach's Alpha</th>
<th>Hasil</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Riding (X1)</td>
<td>0.666</td>
<td>Reliable</td>
</tr>
<tr>
<td>Consumer Satisfaction (X2)</td>
<td>0.946</td>
<td>Reliable</td>
</tr>
<tr>
<td>Company Image (Y)</td>
<td>0.866</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: SPSS Research Result Data version 25

From the reliability test table above, it is known that all variables, namely the safety riding variable. Based on the assessment criteria for Cronbach's Alpha coefficient, if > 0.60 is categorized as reliable. Meanwhile, for the variables of Consumer Satisfaction and Company Image, it can be concluded that all the variables used are reliable > 0.80, this means that they are in the good reliability category.

Classical Assumption Test
Data Normality Test

![Normal P-Plot of Regression Standardized Residual](image1)

**Figure 1.** Data Normality Test Results

Based on the normality test which can be seen in Figure 1, the normal p-plot can be concluded that the data distribution is close to normal because there are no significant deviations from the normal line curve. The regression model is said to meet the assumption of normality if the data spreads around the diagonal line and follows the direction of the diagonal line. So it can be said that all variables in this study have a normal distribution of data.

Heteroscedasticity Test

![Scatterplot of Regressor by Residual](image2)

**Figure 2.** Heteroscedasticity Test Results

CONCLUSION

Based on the results of research and discussion written in this thesis, the following conclusions are obtained: The Safety Riding Program held by PT. DayaAdicipitaMotora Bandung is included in the "Very Good" category. Consumer satisfaction with the products they buy is included in the "Very Good" category. The image of the company in the eyes of Honda consumers is in the "Good" category. CSR (Corporate Social Responsibility) program of PT. DayaAdicipitaMotora in the form of safety riding has been proven to have a significant positive effect on consumer satisfaction. Consumer satisfaction is proven to have a significant positive effect on the company image of PT. DayaAdicipitaMotora. The independent variables jointly affect the dependent variable. This means that the better the CSR Program through Safety Riding and consumer satisfaction, the more and more positive for the Company's Image at PT. DayaAdicipitaMotora Bandung.

SUGGESTIONS

Based on the results obtained from research and discussion of the Safety Riding program and consumer satisfaction simultaneously influence the corporate image at PT. DayaAdicipitaMotora Bandung, the researchers provide some suggestions as follows:

1. Although the Safety Riding Program has been implemented, the level of accidents that occur in traffic is still dominated by two-wheeled vehicles, this is caused by a lack of information about this Safety Riding Program among the community, so that training is only followed by Therefore, the Honda Party must increase campaigns related to the Safety Riding Program such as including the program on Safety Riding in advertisements, so that people who have not participated in the Safety Riding program can find out basic information on driving.

2. There are still some consumers who feel dissatisfied with the products they buy or for the quality of service they get when transacting. This is likely due to the Covid-19 pandemic that is sweeping the world, which causes service quality to decline which causes consumers to feel not satisfied when buying Honda products, for example when they get an indent for a long period of time, and complaints about queuing while on the network due to the decrease in human resources (Human Resources) due to a reduction in employ-
ees, therefore Honda must improve service quality and the availability of products to be purchased as well as re-emphasizing the CRM (Customer Relationship Management) Program to the Honda Network throughout West Java.3. The Company must further improve matters relating to the introduction of the company through programs or activities run by Honda, such as Product Launching and other events so that they are more familiar to the public.4. Research on marketing through CSR (Corporate Social Responsibility) programs is needed to increase sales and to maintain loyal consumers and add new consumers, especially in this modern era that utilizes technology to make people smarter and more informative in choosing the products to be used. Furthermore, the researchers suggest to conduct related research other programs related to marketing as a tool to increase sales or market share such as CRM (Customer Relationship Management) which is being run at Honda, because the competition for purchasing decisions from consumers must be considered at this time. Therefore, it can be concluded for further research with the title “The influence of CRM (Customer Relationship Management) and Consumer Loyalty on purchasing decisions in the PT. DayaAdipicitaMota Tor Network Bandung.

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