

The Influence of Service Quality on Customer Loyalty Mediated by Customer Satisfaction at AHASS Honda Padjajaran Workshop, Bandung City

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ABSTRACT

The objective of this investigation is to evaluate the effect exerted by service quality on customer loyalty with client contentment acting as an intermediary at AHASS Honda Padjajaran Workshop in Bandung. This inquiry adopts a numerical methodology coupled with descriptive analysis. The target group is comprised of customers of AHASS Honda Padjajaran Workshop, including 101 participants chosen through a deliberate selection strategy. The information processing using SPSS version 26, as well as the Sobel procedure to assess the intermediary function. The findings suggest that service quality exerts a constructive and notable influence upon customer satisfaction. Service quality likewise produces a favorable and meaningful influence on customer loyalty. Customer satisfaction is demonstrated to yield a beneficial and marked effect upon customer loyalty. Furthermore, customer satisfaction successfully channels the influence of service quality on customer loyalty. From a managerial perspective, the management of AHASS Honda Padjajaran Workshop is advised to continuously improve the indicator of service quality, including tangible evidence, reliability, responsiveness, assurance, and empathy. Attention to these five indicators is expected to enhance customer satisfaction and ultimately foster sustainable customer loyalty.

INTRODUCTION

The two-wheeler sector in Indonesia persists in demonstrate a large market size and sustainable growth, resulting in increasing demand for maintenance and repair services. Consequently, the motorcycle workshop industry has become increasingly competitive as both authorized and independent service providers strive to attract and retain customers. In this highly competitive environment, service quality has arisen as a critical factor in creating customer satisfaction and maintaining long-term customer loyalty (Hidayat, 2019).

One of the largest authorized motorcycle workshop networks in Indonesia is AHASS (Astra Honda Authorized Service Station), which operates under the supervision of PT Astra Honda Motor. AHASS workshops implement standardized service procedures, certified technicians, genuine spare parts, and modern equipment to ensure consistent service quality. According to Astra Honda Motor, the AHASS network has expanded to thousands of service outlets across Indonesia. In addition, AHASS has continued to innovate by preparing maintenance services for Honda electric motorcycles. In 2024, more than 3.6 million motorcycles were serviced at AHASS workshops, representing a 5.5% increase compared to 2023. This growth reflects consumers' trust in AHASS's after-sales services (Wahana Honda, 2025).

AHASS Honda Padjajaran is one of the authorized Honda workshops located in Bandung City. Since its establishment in 2007, the workshop has provided maintenance, repair, and genuine spare-part replacement services for various Honda motorcycle models in accordance with the service standards established by PT Astra Honda Motor. To identify customer visit trends, an initial assessment was carried out through an interview with the branch manager of AHASS Honda Padjajaran. The outcomes are depicted in Table 1.

Table 1 Customer Visits at AHASS Honda Padjajaran Workshop (2021–2025)

Customer Visits at AHASS Honda Padjajaran Workshop				
2021	2022	2023	2024	2025
834	1.288	10.178	9.564	7.714

Source: Branch Manager of AHASS Honda Padjajaran (2025).

As shown in Table 1, the number of customer visits has fluctuated considerably over the past five years, customer visits at AHASS Honda Padjajaran have fluctuated considerably over the past five years. The number of visits increased from 834 in 2021 to 1,288 in 2022, followed by a substantial increase to 10,178 in 2023. This significant growth was likely associated with Indonesia's post-pandemic economic recovery, which led to higher public mobility and increased demand for motorcycle maintenance services. However, this upward trend was not sustained. Customer visits declined to 9,564 in 2024 and further decreased to 7,714 during the January–October 2025 period.

Although the number of customers remains relatively high, the continuous decline following the 2023 peak indicates that customer visits have become unstable.

The downward trend in customer visits may reflect a decline in customer loyalty toward AHASS Honda Padjajaran. This phenomenon underscores the importance of examining elements that shape patrons' choices to return to the workshop, particularly service quality and customer satisfaction. Comprehension these particular relationships is crucial for formulating robust plans to increase user retention and strengthen long-term customer loyalty.

Interviews conducted with the branch manager revealed several customer complaints related to inconsistent service quality. Customers reported long waiting times, inaccurate information regarding service completion, and insufficient responsiveness from employees in addressing customer needs. These service-related issues may reduce customer satisfaction and ultimately weaken customer loyalty. Therefore, improving service quality is essential to maintaining customer satisfaction and encouraging repeat visits.

Customer loyalty denotes clients' dedication to repeatedly utilize a firm's offerings over time over time. Earlier inquiries have posited that the caliber of service is among the key predictors of repeat patronage, as excellent service cultivates superior user experiences and boosts contentment. Customer satisfaction, in turn, strengthens customers' willingness to return and endorse the provider to others.

However, previous empirical findings remain inconclusive. Febrianti and Herawati (2024) and Muzammil et al. (2024) reported that service quality provides a constructive and considerable consequence upon customer satisfaction and customer loyalty. Similarly, Urfatmah and Sigarlaki (2024) determined that patient contentment serves a substantial intermediary function within connecting service quality and customer loyalty. In contrast, Amir and Taufan (2025) concluded that service excellence does not markedly impact repeated patronage, while Afandi (2023) found that the caliber of service has an effect on user contentment yet fails to overtly predict customer loyalty. These inconsistent result suggest that the interplay connecting care standards, user contentment, and ongoing patronage continued commitment requires further investigation.

The current analysis addresses these research gaps by focusing on AHASS Honda Padjajaran Workshop in Bandung City, where customer visits have recently declined despite the continuous expansion of the AHASS service network in Indonesia. Unlike previous studies that examined various service industries, this research specifically investigates the authorized motorcycle workshop sector by examining the intermediary position of user contentment in connecting care standards with ongoing patronage. Therefore, this analysis seeks to evalute consequence of service excellence on ongoing patronage through user contentment at AHASS Honda Padjajaran Workshop in Bandung City.

LITERATURE REVIEW

Service Quality

Service quality is regarded as a principal driver of user fulfillment and ongoing patronage in service-oriented enterprise. According to Kotler and Keller (2016), service quality describes an organization's proficiency in consistently deliver offerings that fulfill or surpass client anticipations. Similarly, Parasuraman et al. (1988) characterize service quality as the differential among what clients anticipate and how they interpret the delivered experience. High service quality enables firms to establish positive customer experiences and establish enduring connections with clientele. Throughout this investigation, service quality is assessed by applying the SERVQUAL attributes put forward by Parasuraman et al. (1988): physical evidence, dependability, promptness, confidence, and understanding.

Prior inquiries have regularly demonstrated that the caliber of service favorably impacts patient contentment and repeated patronage. Rendiansyah and Putra (2024) determined that service quality yields a constructive and notable impact on customer satisfaction. Similarly, Winata and Windy (2021) and Putra et al. (2021) reported that service quality significantly improves customer loyalty. Drawing from these theoretical and empirical observations, the subsequent hypotheses are put forth:

H1: Service quality imparts a favorable and marked influence customer satisfaction.

H2: Service quality imparts a favorable and marked influence customer loyalty.

Customer Satisfaction

Customer satisfaction denotes customers' assessment regarding if a good or offering meets or exceeds their anticipated standards. As outlined by Kotler and Keller (2022), customer satisfaction reflects the degree of contentment or dissatisfaction stemming from contrasting perceived outcomes against initial expectations. Expectation Confirmation Theory (Oliver, 1980) explains that customers become satisfied at the point where the real performance of a service confirms or goes beyond their initial anticipated standards. In this study, customer satisfaction is gauged via interpreted worth, service experience, and service outcomes (Lovelock & Wirtz, 2011).

Previous research has evidenced that customer satisfaction significantly influences customer loyalty. Lonteng and Wahyuni (2023), Rohana (2020), and Sidiq and Putra (2024) found that individuals who are pleased with their experience are inclined to persist in utilizing an organization's offerings and to endorse them to acquaintances. Consequently, the subsequent hypothesis is advanced:

H3: Customer satisfaction imparts a favorable and marked influence upon customer loyalty.

Customer Loyalty

Customer loyalty describes a patron's dedication to repeatedly obtaining or employing a provider's products or services consistently over time. According to Griffin (2016), customer loyalty is reflected through repeat purchases, customer retention, and positive referrals. Loyal customers not only persist in engaging with a firm's solutions but also advocate them to other potential customers, making loyalty an essential indicator of long-term business success.

Expectation Confirmation Theory (Oliver, 1980) suggests that patient contentment functions as a crucial channel by which service quality influences customer loyalty. Customers recipients of superior service tend to encounter a heightened sense of fulfillment, which thereafter strengthens their loyalty toward the service provider. Previous studies by Winton et al. (2023) and Nurfatmah and Sigarlaki (2024) substantiated that customer satisfaction markedly function as an intermediary in the association among service excellence and ongoing patronage. Therefore, the subsequent hypothesis is proposed:

H4: Customer satisfaction favorably and substantially operates as an intermediary for the linkage of service quality and customer loyalty.

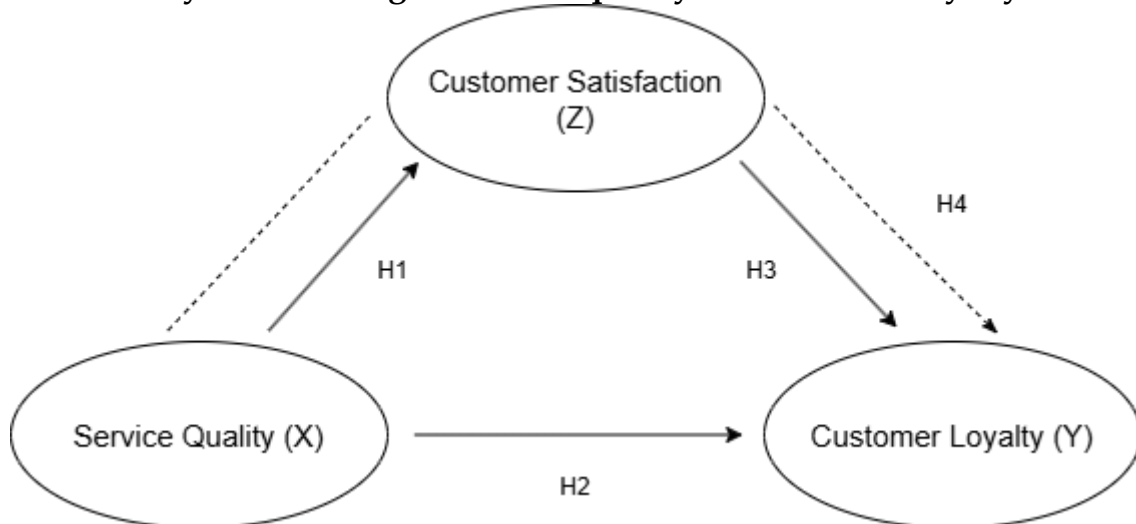


Figure 1 Conceptual Framework

METHODOLOGY

This inquiry utilized a numerical methodology with a snapshot survey setup to appraise the impact of service quality on customer loyalty, utilizing client contentment as an intermediary element, at AHASS Honda Padjajaran Workshop in Bandung City. The population consisted of customers aged 20–50 years who had previously used the workshop's services, with at least 90 participants identified via targeted selection. Data acquisition was performed through a formal survey instrument employing a five-level Likert scale. The variables measured were service quality, customer satisfaction, and customer loyalty. Data interpretation was performed employing SPSS, including soundness and consistency assessments, summary statistics, assumption checks (distributional normality, collinearity, variance consistency), basic and multifactor regression investigations, and hypothesis evaluation utilizing t-assessments and the Sobel method at a 5% threshold.

RESEARCH RESULTS

Validity and Reliability Test

Validity verification was executed with Pearson Product-Moment Correlation, and items were deemed legitimate if their computed r exceeded the reference value of 0.3061. Reliability evaluation employed Cronbach's Alpha, with values aforementioned 0.60 signifying the tool's dependability.

Table 2 Validity and Reliability Test Results

No.	Statement	Pearson Correlation (r-value)	Cronbach's Alpha
Service Quality (X)			
1	The waiting room at AHASS Honda Padjajaran Workshop is comfortable.	0.599	0.859
2	AHASS Honda Padjajaran Workshop provides complete spare parts.	0.630	
3	The employees of AHASS Honda Padjajaran Workshop are neat and courteous.	0.546	
4	The employees of AHASS Honda Padjajaran Workshop maintain a neat and professional appearance.	0.614	
5	The information signs in the service area are clear and easy to understand.	0.545	
6	The mechanics complete vehicle servicing on time as promised.	0.818	
7	The mechanics accurately diagnose the damage to my motorcycle.	0.680	
8	The mechanics promptly assist in handling problems with my vehicle.	0.531	
9	The employees provide friendly and individualized attention to me as a customer.	0.571	
10	The employees treat me personally and courteously during the service process.	0.707	
11	The workshop employees understand my vehicle-related concerns well.	0.587	

12	It is easy to contact the employees of AHASS Honda Padjajaran Workshop whenever I need assistance or information.	0.676	
Customer Satisfaction (Z)			
1	I am satisfied with the entire repair service provided by the mechanics at AHASS Honda Padjajaran Workshop.	0.818	0.697
2	I am satisfied because the service I received met my expectations.	0.759	
3	I am pleased that I chose AHASS for my motorcycle maintenance service.	0.813	
Customer Loyalty (Y)			
1	I intend to continue servicing my motorcycle at AHASS Honda Padjajaran Workshop in the future.	0.779	0.655
2	I will continue choosing AHASS Honda Padjajaran Workshop even though there are many other AHASS workshops available.	0.807	
3	I am willing to recommend AHASS Honda Padjajaran Workshop to my family, friends, or others who need a reliable motorcycle service center.	0.730	

The outcomes of validity assessment reveal all survey statements are legitimate, given every computed r coefficient surpasses the reference value of 0.3061. This illustrates that the assessment tool can accurately capture the targeted constructs accurately. Furthermore, the reliability assessment outcomes reveal that every parameter possesses Cronbach's Alpha metrics above 0.60, validating the tool's dependability.

Classical Assumption Test

The classical assumption the analyses comprised assessments for distributional normality, predictor collinearity, and variance consistency.

Table 3 Classical Assumption Test Results

No	Classical Assumption Test	Acceptance Criteria	Test Results	Interpretation
1	Normality Test (Equation 1)	(Sig) $\geq 0,05$	(Sig) = 0,200	Data are normally distributed
	Normality Test (Equation 2)	(Sig) $\geq 0,05$	(Sig) = 0,200	Data are normally distributed
2	Multicollinearity Test (Equation 1)			
	Multicollinearity Test (Equation 2)	Tolerance value $> 0,1$ and VIF < 10	Tolerance = 0.692 VIF = 1.444 Tolerance = 0.620 VIF = 1.444	No multicollinearity was detected.
3	Heteroscedasticity Test (Equation 1)	Sig. ≥ 0.05	Sig. = 0.391	No heteroscedasticity was detected
	Heteroscedasticity Test (Equation 2)	Sig. ≥ 0.05	Sig. = 0.995 Sig. = 0,640	No heteroscedasticity was detected.

Drawing upon the outputs of the foundational assumption checks in Table 4.3, all regression models satisfied the required assumptions. The normality assessment produced p-values above 0.05, reflecting data following a normal distribution. The collinearity evaluation demonstrated tolerance metrics above 0.10 and VIF metrics under 10, supporting the nonexistence of predictor collinearity. Furthermore, the heteroscedasticity test produced probability metrics surpassing 0.05, verifying confirming the lack of variance inconsistency within the regression framework.

Descriptive Analysis Test

Throughout the present inquiry, a descriptive and evaluative procedure was performed to analyze customer perceptions concerning service quality, customer satisfaction, and customer loyalty by examining the mean statistic values in the descriptive test table.

Tabel 4 Results of Descriptive Analysis of Service Quality Variable

Statement	Mean Statistic	Total Mean Statistic	Category
Service Quality 1	4.06	4,11	High
Service Quality 2	4.10		High
Service Quality 3	4.04		High
Service Quality 4	4.10		High
Service Quality 5	4.02		High
Service Quality 6	4.01		High
Service Quality 7	4.08		High

Service Quality 8	4.04		High
Service Quality 9	4.03		High
Service Quality 10	4.23		High
Service Quality11	4.24		High
Service Quality 12	4.32		High

Referring to the summary statistics, the lowest mean statistic value of 4.01 was found in the statement "The mechanics complete the vehicle service process on time as promised," while the highest mean value of 4.32 was found in the statement "I feel it is easy to contact the employees of AHASS Honda Padjajaran Workshop whenever I need assistance or information." Overall, the overall mean for these scores amounts to 4.11, whereby indicates that the standard for respondents' attitudes regarding Service Quality at AHASS Honda Padjajaran Workshop in Bandung City is high.

Tabel 5 Results of Descriptive Analysis of Customer Satisfaction Variable

Statement	Mean Statistic	Total Mean Statistic	Category
Customer Satisfaction 1	3.97	4,05	High
Customer Satisfaction 2	4.14		High
Customer Satisfaction 3	4.04		High

Drawing from the outcome of the summary evaluation of the Customer Satisfaction variable, it becomes clear the lowest mean value of 3.97 was found in the statement "I am pleased with the entire series of repairs provided by the mechanic employees of AHASS Honda Padjajaran Workshop," while the highest mean value of 4.14 was found in the statement "I am pleased that the service I received met my expectations." Overall, the cumulative mean of these figures reaches 4.05, reflecting that the benchmark for respondents' attitudes regarding Customer Satisfaction at AHASS Honda Padjajaran Workshop in Bandung City is high.

Tabel 6 Results of Descriptive Analysis of Customer Loyalty Variable

Statement	Mean Statistic	Total Mean Statistic	Category
Customer Loyalty 1	4.19	4,15	High
Customer Loyalty 2	4.07		High
Customer Loyalty 3	4.20		High

Drawing from the outcome of the descriptive analysis of the Customer Loyalty variable, it is evident that the minimal average score of 4.07 appeared found in the assertion "I will continue to choose to have my motorcycle

serviced at AHASS Honda Padjajaran Workshop in the future," while the highest mean value of 4.20 was found in the statement "I am willing to recommend AHASS Honda Padjajaran Workshop's services to family, friends, or others who need a trusted service center." Overall, the ggregate mean among these observations is 4.15, denoting that the threshold for respondents' attitudes regarding Customer Loyalty at AHASS Honda Padjajaran Workshop in Bandung City is high.

Simple and Multiple Regression Analysis

Simple regression evaluation service quality on customer satisfaction.

Table 7. Simple Regression Analysis Results

	Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig
		B	Std. Error	Beta		
1	(Constant)	2,321	1,349		1,714	0,090
	Service Quality	0,200	0,027	0,616	7,341	0,000

a. Dependen Variabel: Customer Satisfaction

Referring to Table 4.7, the linear estimation formula reads:

$$Y = 2,321 + 0,200 X$$

The regression output suggests that the constant value of 2.321 represents the magnitude of customer satisfaction when service quality is assumed to be zero. Service quality provides a beneficial and notable influence regarding patient contentment, as evidenced by the slope parameter ($B = 0.200$), $t = 7.341$ (> 1.6585), and $p = 0.000$ (< 0.05). This finding suggests that every each incremental improvement in care standards results in a 0.200-unit rise in patient contentment.

Multiple regression analysis alsoi was carried out toexamine the immediate impacts of service quality and customer satisfaction on customer loyalty.

Table 8. Multiple Regression Analysis Result

	Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig
		B	Std. Error	Beta		
1	(Constant)	0,929	1,219		0,762	0,448
	Kualitas Pelayanan	0,142	0,031	0,435	4,625	0,000
	Kepuasan Pelanggan	0,372	0,095	0,369	3,928	0,000

a. Dependen Variabel: Customer Loyalti

Drawing from Table 4.8, the multifactorial regression formula becomes:

$$Z = 0,929 + 0,142X + 0,372Y$$

The multiple regression results show that the intercept amounts to 0.929, signifying the level of customer loyalty when all predictors are held at zero.

Service quality yields a constructive and marked influence over customer loyalty ($B = 0.142$; $t = 4.625$; $p = 0.000$), while customer satisfaction also generates a constructive and pronounced influence on customer loyalty ($B = 0.372$; $t = 3.928$; $p = 0.000$). These observations suggest that improvements in service quality and customer satisfaction contribute favorably to customer loyalty. Specifically, every single increment in service quality and patient contentment corresponds to gains of 0.142 and 0.372 units in ongoing patronage, accordingly.

Sobel Test

The Sobel test was conducted to investigate the intermediary function of customer satisfaction along the secondary pathway connection among service quality and customer loyalty. The analysis was performed using the online Sobel Test Calculator.

Table 9. Sobel Test Results

Hypothesized Relationship	a	b	Sa	Sb	Sobel Test (t-value)	Acceptance Criterion	p-value	Interpretation
Service Quality → Customer Satisfaction → Customer Loyalty	0.200	0.372	0.027	0.095	3.461	$t_{\text{calculated}} > t_{\text{table}} = 1.987608$	0.000	Customer satisfaction successfully mediates the relationship between service quality and customer loyalty.

Notes:

a = Slope estimate for the predictor regarding the intermediary construct.

b = Slope for the intermediary factor relative to the outcome construct.

Referencing the outputs presented of the Sobel test demonstrates that the t-score stands at 3.461, that surpasses the threshold t-value of 1.9812, with a significance metric of 0.000, remaining beneath 0.05. This evidence points to customer satisfaction functions as a substantial intermediary linking service quality and customer loyalty. Therefore, the secondary pathway from service quality on customer loyalty via customer satisfaction is statistically significant.

Hypothesis Testing

Table 10. Hypothesis Testing Results

<i>Hypothesis</i>	<i>Relationship Between Variables</i>	<i>t-value</i>	<i>Sig.</i>	<i>Hypothesis Test Result</i>	<i>Conclusion</i>
H1	Service Quality → Customer Satisfaction	7.341	0.000	H ₀ rejected	The alternative hypothesis (H _a) is supported by the empirical data.
H2	Service Quality → Customer Loyalty	4.625	0.000	H ₀ rejected	The alternative hypothesis (H _a) is supported by the empirical data.
H3	Customer Satisfaction → Customer Loyalty	3.928	0.000	H ₀ rejected	The alternative hypothesis (H _a) is supported by the empirical data.
H4	Service Quality → Customer Satisfaction → Customer Loyalty	3.461	0.000	H ₀ rejected	The alternative hypothesis (H _a) is supported by the empirical data.

Notes:

1. H₀ is rejected if $t_{\text{calculated}} > t_{\text{table}}$ or $\text{Sig.} \leq 0.05$.
2. $t_{\text{-table}}$ (simple regression) = 1.6585.
3. $t_{\text{-table}}$ (multiple regression) = 1.6585.
4. $t_{\text{-table}}$ (Sobel test) = 1.9812.

DISCUSSION***The Influence of Service Quality on Customer Satisfaction***

The outcomes of this analysis demonstrate that the standard of service exerts a favorable and notable impact on customer satisfaction. This outcome is substantiated by a t-statistic of 7.341, which surpasses the threshold t-value of 1.6585, along with a significance value of 0.000, this falls beneath the 0.05 benchmark. These observations imply that improvements in service quality, including tangible facilities, dependability, promptness, confidence, and compassion, increase customers' satisfaction with the services provided by AHASS Honda Padjajaran Workshop. The evidence aligns with prior research by Rendiansyah and Putra (2024), Febrianti and Herawati (2024), and Muzammil et al. (2024), this concluded that service quality imparts a constructive and substantial influence on customer satisfaction. Therefore, H1 is supported.

The Influence of Service Quality on Customer Loyalty

The findings show that service quality imparts a constructive and substantial influence on customer loyalty. This is illustrated by a t-statistic of 4.625, which is beyond the cutoff t-value of 1.6585, coupled with a p-value of 0.000, remaining beneath 0.05. These findings reveal that clients who recognize greater service excellence tend to demonstrate stronger allegiance toward AHASS Honda Padjajaran Workshop by continuing to use its services and recommending them to others. This result stands as corresponding with earlier inquiry carried out by Putra et al. (2021), Winata and Windy (2021), and Rahayu and Nurlaela Wati (2018), which reported that service quality favorably and meaningfully influences customer loyalty. Therefore, H2 is supported.

The Influence of Customer Satisfaction on Customer Loyalty

The examination discloses that customer satisfaction exerts a favorable and marked bearing upon repeated patronage. The analysis produced a t-score measuring 3.928, surpassing the reference t-value of 1.6585, alongside a p-value of 0.000, representing under 0.05. This outcome implies that content clients are inclined to persist in utilizing the offerings of AHASS Honda Padjajaran Workshop and recommend the workshop to others. These outcomes are in agreement with those documented by Nurfatmah and Sigarlaki (2024), Sidiq and Putra (2024), and Lonteng and Wahyuni (2023), who determined that customer satisfaction favorably and meaningfully shapes customer loyalty. Therefore, H3 is supported.

The Mediating Role of Customer Satisfaction in the Relationship between Service Quality and Customer Loyalty

The output from the Sobel test demonstrate that customer satisfaction substantially serves acting as a conduit within the association among service quality and customer loyalty. This is substantiated by a Sobel t-statistic of 3.461, which surpasses the cutoff t-value of 1.9812, with a p-value of 0.000, remaining below 0.05. These results suggest that advancements in service quality enhance customer loyalty both directly as well as through an indirect pathway by enhancing customer satisfaction. This evidence corroborates prior research from Febrianti and Herawati (2024), Nurfatmah and Sigarlaki (2024), and Winton et al. (2023), this concluded that customer satisfaction serves as a substantial intermediary in linking service quality and customer loyalty. Therefore, H4 is substantiated.

CONCLUSIONS AND RECOMMENDATIONS

The present inquiry seeks to evaluate the impact that service excellence has on sustained patronage, utilizing user contentment functioning as an intermediary factor, at AHASS Honda Padjajaran Workshop in Bandung City. Based on the research findings, the subsequent inferences may be reached:

1. Service quality exerts a favorable and meaningful impact upon customer satisfaction at AHASS Honda Padjajaran Workshop in Bandung City.
2. Service quality exerts a favorable and meaningful impact upon customer

- loyalty at AHASS Honda Padjajaran Workshop in Bandung City.
3. Customer satisfaction exerts a favorable and meaningful impact upon customer loyalty at AHASS Honda Padjajaran Workshop in Bandung City.
 4. Customer satisfaction serves as a substantial intermediary within the association of service quality and customer loyalty at AHASS Honda Padjajaran Workshop in Bandung City.

Scientific Implications

This investigation is subject to several limitations, such as that the present inquiry only involved respondents who had previously used the services at AHASS Honda Padjajaran Workshop in Bandung City, with a sample of 101 respondents. Therefore, subsequent inquiries could broaden the regional coverage that was not addressed within this analysis with an expanded respondent group in order to deliver more robust research outcomes. An additional constraint is that the methodological approach employed in this paper only employed simple regression and multiple regression tests, which is limited to outlining the relationships among factors. Thus, subsequent scholars may employ the Structural Equation Model (SEM) methodological approach, representing an analysis to identify the relationships among indicators that have the most significant influence on the variables.

Managerial Implications

Based on the aim of this analysis, which is to provide solutions to the research problem, namely the decline in customer loyalty at AHASS Honda Padjajaran Workshop in Bandung City, the research outcomes suggest that customer contentment is able to transmit the influence of service excellence onto continued patronage. To elevate service quality from the tangibles dimension, AHASS Honda Padjajaran Workshop in Bandung City should enhance the comfort of the workshop waiting room, ensuring access to a comprehensive inventory of spare components, ensure the completeness of vehicle service equipment, prioritize employee neatness, and provide easy-to-understand information boards in the service area. From the reliability dimension, the workshop should complete the vehicle service process on time as promised and improve the accuracy of mechanics in predicting and diagnosing damage to customers' motorcycles. From the responsiveness dimension, the workshop should improve the responsiveness of mechanic employees in assisting and handling customer complaints quickly and promptly. From the assurance dimension, the workshop should provide customers with a sense of security that their vehicles will be handled properly during the service process. Furthermore, from the empathy dimension, the workshop should provide friendly and individual attention to each customer, be able to understand customers' specific complaints, and make it easy for customers to contact workshop employees whenever they need assistance or information. In an effort to improve customer satisfaction, the workshop should provide a series of repairs that make customers feel pleased, ensure that the service provided meets customer expectations, so that customers feel happy and satisfied with their

decision to choose AHASS as their motorcycle service provider. Furthermore, in an effort to build customer loyalty, the workshop must be able to foster a strong desire in customers to return for routine service in the future, to remain the chosen workshop despite the existence of many other AHASS workshops, and to be willingly recommended by customers to family, friends, or others who need a trusted service center. Referring to the outputs of the summary statistics, it is apparent that the minimal average score for the service quality variable is 4.01, found in the statement regarding the timeliness of service completion, while the peak mean is 4.32, observed in the statement regarding the ease of contacting employees. Meanwhile, the customer satisfaction variable has the lowest mean of 3.97 in the statement regarding pleasure with the series of repairs and the highest mean of 4.14 in the statement regarding the conformity of service with expectations. As for the customer loyalty variable, it has the lowest mean of 4.07 in the statement regarding remaining the chosen workshop despite many other AHASS workshops and the highest mean of 4.20 in the statement regarding willingness to recommend the service. Thus, overall, all three variables fall into the high category, although there are still several aspects that need improvement, especially the indicators with the lowest mean values. By improving these aspects, it is anticipated to enhance customer satisfaction, thereby subsequently increase customer loyalty.

ADVANCED RESEARCH

Subsequent investigations are recommended to incorporate a broader respondent base, extend the study area, and utilize SEM methodology to offer a more exhaustive examination of variable interplay. From a managerial perspective, AHASS Honda Padjajaran Workshop ought to persistently advance service performance by reinforcing dependability, promptness, assurance, compassion, and physical amenities in order to foster customer satisfaction and strengthen customer loyalty. Drawing upon the descriptive analysis, management should prioritize improvements in service completion timeliness, customer satisfaction with repair outcomes, and customer retention, as these indicators received the lowest mean scores. Addressing these areas is anticipated to improve client contentment and encourage greater customer loyalty.

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