
THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF SERVICE QUALITY AND PRICE ON REUSE DECISIONS AT NISSAN INDOMOBIL CAR WORKSHOP MADIUN

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ABSTRACT

This study aims to analyze the influence of service quality and price on the decision to reuse car workshop services, with customer satisfaction as a mediating variable. The research is grounded in the importance of automotive service quality in maintaining customer loyalty through improved service and competitive pricing. The population of this study includes customers of Nissan Indomobil Car Workshop in Madiun who have used the service more than once within one year. A total of 128 respondents were selected using purposive sampling. Data were analyzed using a quantitative approach with the Partial Least Squares (PLS) method via SmartPLS 3.0 software. The results reveal that: (1) Service quality and price have a positive and significant effect on customer satisfaction, (2) Service quality, price, and customer satisfaction significantly influence the decision to reuse the service, and (3) Customer satisfaction significantly mediates the effect of service quality and price on the reuse decision.

Keywords: Service Quality, Price, Customer Satisfaction, Reuse Decision

INTRODUCTION

The development of the automotive industry in Indonesia shows an increasingly rapid trend, in line with the increasing public interest in motorized vehicles, particularly private cars. This industry extends beyond vehicle sales to include after-sales services such as maintenance and repairs at authorized workshops. With a car ownership ratio of 99 units per 1,000 people, Indonesia is a potential market in Southeast Asia (gaikindo.or.id, 2025). Gaikindo Chairman Yohannes Nangoi estimates that car sales will reach 1 million units by 2025, supported by the penetration of environmentally friendly vehicles and improvements in the quality of conventional engines (Mobil123.com, 2024). This growth is also reflected

regionally, particularly in East Java, which contributes 14.7% of the national population. This province accounts for 5,541,020 private cars out of a total of 26,527,254 motorized vehicles (BPS, 2024). The 18% increase in new car sales in March 2025 (seva.id, 2025) demonstrates the continued growth in demand for private vehicles, and correspondingly, the demand for authorized repair shops. A car ownership ratio of 1:8 indicates significant potential for automotive service providers in this region.

This situation has encouraged the even distribution of authorized repair shops across East Java, including the former Madiun Residency area. Madiun Regency and City, for example, have 482,150 private vehicles, or

approximately 8.7% of the total number of vehicles in East Java, despite only 2.26% of the province's population. This data demonstrates Madiun's strategic position as a market for the automotive industry, reinforcing the need for authorized repair shops capable of meeting after-sales service needs. Consequently, leading automotive brands such as Nissan, Honda, Toyota, Mitsubishi, and Isuzu have established dealerships and authorized repair shops in this region.

One example is PT Wahana Wirawan, a business unit of the Indomobil Group that manages the Nissan Indomobil Madiun Authorized Workshop. This workshop serves the former Madiun Residency area and is known for having a relatively high customer volume compared to other Nissan workshops in East Java. However, management stated that there has been a decline in repeat customer visits year over year. The last customer satisfaction measurement was conducted simply in 2019, using a single question via WhatsApp, without a standardized and systematic evaluation methodology. However, in the context of a service business, customer satisfaction has strategic value as a driver of loyalty and word-of-mouth promotion. A passive approach that assumes the absence of complaints means satisfaction is certainly risky and does not reflect the true situation.

Initial interviews indicate that several factors, such as ease of access, service quality, and price, influence customers' decisions to return to the workshop. Although rates at authorized workshops tend to be higher, customers value advantages such as guaranteed warranties and genuine spare parts,

which are added value compared to general workshops. Customer satisfaction, as confirmed by Veloutsou (in Anastsia, 2023), Tjiptono (in Jannah, 2024), and Tika Umilatul Muniroh & Althalets (2024), has been shown to positively contribute to customer loyalty. However, previous studies have also revealed that after the warranty period expires, most customers tend to switch to general repair shops due to more competitive prices (Nurofik & Wiana, 2022; Setiawan, 2021; Akbar, 2021). This presents a serious challenge for PT Wahana Wirawan, which has been operating since 2013 with a daily service capacity of 14 units, to actively evaluate and improve service aspects that influence customer repurchase decisions.

Theoretically, service quality and price are two important factors influencing repurchase decisions, both directly and through customer satisfaction as a mediating variable. However, various previous studies have shown mixed and even contradictory findings. Ardiyanto (2024) stated that service quality and price had no significant effect on customer satisfaction, in contrast to the findings of Srilestari & Santoso (2022), which showed a positive and significant effect. Differences also emerged in the influence of service quality on reuse decisions. Susanto et al. (2023) found that service quality had no significant effect, while Prayoni & Respati (2020) showed that price had a positive effect on customer satisfaction. Regarding the mediating role, Nurofik & Wiana (2022) concluded that customer satisfaction did not fully mediate the relationship between the variables, while Dewi

Istikhomah & Nugraha (2022) demonstrated partial mediation.

These contradictory findings indicate that there is still a research gap that needs to be filled, particularly in the context of authorized repair shops in regions that have not received much scientific attention. Therefore, this study aimed to empirically analyze the influence of service quality and price on reuse decisions and to examine the extent to which customer satisfaction acts as a mediating variable. This research is expected to provide practical contributions to management in developing marketing and after-sales service strategies, as well as enriching academic literature in the field of automotive service management.

METHOD

This research used a quantitative approach because it allows researchers to collect, process, analyze, and interpret data objectively with the aid of statistical tools. The quantitative approach was chosen to provide a measurable picture of the relationships between the variables studied. According to Yusri (2020), the quantitative method is a scientific approach that emphasizes collecting data in numerical form and analyzing it through a systematic framework. Generally, this method is used to investigate specific populations or samples, accompanied by the use of research instruments and statistical analysis techniques.

In this study, data was collected from respondents who were customers of the Nissan Indomobil repair shop. The instrument used was a questionnaire compiled based on indicators for each variable studied. The measurement scale used was a Likert

scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was designed to measure the independent variable (X), the dependent variable (Y), and the intervening or mediator variable (Z) to determine the relationship and influence of all three on repurchase decisions (Y).

This research was conducted directly with respondents who were customers of the Nissan Indomobil Madiun repair shop located at Jalan Urip Sumoharjo No. 35, Manguharjo District, Madiun City, East Java. The selected respondents were customers who had used car repair and maintenance services more than once. Data collection was conducted during weekdays over a two-month period, from May 23, 2025, to July 22, 2025. This time period was chosen to obtain data reflecting the variation in customer activity while utilizing vehicle repair and maintenance services.

According to Yusri (2020), a population is a generalized area consisting of objects/subjects that possess certain qualities and characteristics according to research criteria that will serve as the basis for sampling. The population in this study were customers of the Nissan Indomobil Madiun Workshop who had used car repair and maintenance services more than once in the past year. Of the total 931 customers, 522 were Nissan car owners from the general public who used the workshop's services between May 2024 and April 2025. The sample was determined using a purposive sampling technique, selecting respondents based on certain criteria, namely customers who had used the service more than once in the

past year. Due to the large population and the limited time for distributing the questionnaire over three weeks via Google Form, the sample size was calculated using the Slovin formula.

The data collection method in this study was carried out to obtain information relevant to the research objectives and variables. The data used consisted of primary and secondary data. Primary data were obtained directly from respondents through a closed-ended questionnaire using a 1-5 Likert scale. This questionnaire contained statements regarding customer perceptions of service quality (X1), price (X2), customer satisfaction (Z), and reuse decisions (Y). Meanwhile, secondary data were obtained through a literature review, including references from books, journals, scientific articles, and previous research that supported the discussion of these variables. In addition to the questionnaire and literature review, data collection was also conducted through direct observation at the research location to observe customer interactions with the repair shop, as well as documentation in the form of photographs, notes, and supporting reports from the Nissan Indomobil Madiun Repair Shop.

This study involved four main variables that were operationally defined for quantitative measurement. These variables comprised two independent variables, one dependent variable, and one intervening variable. The independent variables were service quality (X1) and price (X2), the dependent variable was reuse decisions (Y), and the intervening variable was customer satisfaction (Z). The service quality variable (X1) refers to customer perceptions of the service received

during vehicle repair and maintenance. The indicators used encompass five main dimensions according to the SERVQUAL model: tangibles (physical facilities and workshop equipment), reliability (reliability and professionalism of service), responsiveness (quickness and speed of service), assurance (security and transparency), and empathy (empathy and personal attention to customers). The price variable (X2) is measured based on customer perceptions of affordability and the appropriateness of price to the quality and benefits of the service received. Indicators include affordable and transparent pricing, appropriateness of price to professionalism and facilities, appropriateness of price to perceived benefits, and price competitiveness compared to other repair shops.

The reuse decision variable (Y) refers to customer intentions and behaviors to return to a repair shop in the future. Indicators include cognitive aspects (awareness and interest in the service), emotional aspects (fulfillment of expectations and personal preferences), behavioral aspects (actual actions such as re-services and additional services), and social aspects (tendency to recommend the service to others). The customer satisfaction variable (Z) as an intervening variable is measured by customers' assessment of their experience compared to their expectations. Indicators include perceived performance, expectations, and perceived value.

The path analysis method was employed in this study to evaluate both the direct and indirect effects among the variables defined in the hypotheses. This technique is an extension of

multiple regression and is used to estimate the strength of causal relationships between variables, including mediating variables. In the context of this research, path analysis was used to examine the influence of service quality (X1) and price (X2) on customer satisfaction (Z) and reuse decision (Y) at Nissan Indomobil Workshop, both directly and indirectly through the mediating variable. The analysis was conducted using SmartPLS 3 software, involving two main models: the outer model and the inner model.

The outer model, or measurement model, assesses the relationship between latent variables and their indicators, requiring tests of validity and reliability. Convergent validity is tested by evaluating factor loadings and Average Variance Extracted (AVE), with thresholds of >0.70 and >0.50 respectively. Discriminant validity, which ensures that each construct is distinct from others, is evaluated using cross-loading and the Fornell-Larcker criterion. Instrument reliability is assessed through Composite Reliability and Cronbach's Alpha, where values ≥ 0.80 and ≥ 0.60 indicate acceptable reliability. The inner model, or structural model, assesses the relationships among latent variables. Key indicators include R-Square (R^2), F-Square, and Q-Square. R^2 measures the model's ability to explain the variance of the dependent variables, with values of ≥ 0.67 considered strong, ≥ 0.33 moderate, and ≥ 0.19 weak. F-Square indicates the effect size of independent variables on dependent variables, interpreted as 0.02 (small), 0.15 (medium), and 0.35 (large). Q-Square assesses the predictive relevance of the model, where a value greater than 0

indicates good predictive quality. Through this analysis, researchers can test the significance of the proposed paths and determine whether the research hypotheses are supported.

This study employed the bootstrapping method to test the significance of the mediation effect (indirect effect) of customer satisfaction using Smart PLS 3, focusing on t-statistics and p-values. Both the direct and indirect effects were assessed through the total effect output from the PLS Algorithm and the specific indirect effect from bootstrapping, eliminating the need for a Sobel test. Additionally, a t-test was used to evaluate the partial influence of each independent variable on the dependent variable. Several statistical indicators were utilized in the bootstrapping process (Setiabudhi et al., 2025), including Original Sample (O), Sample Mean (M), Standard Deviation (STDEV), T Statistics ($|O/STDEV|$), and P Values. A t-statistic greater than 1.96 indicates significance at the 95% confidence level, while a p-value below 0.05 suggests a statistically significant relationship. The combination of bootstrapping and t-tests enabled a more comprehensive and statistically reliable analysis of both direct and indirect relationships among variables.

RESULT

Established in 2013, the Indomobil Madiun workshop is an authorized Nissan workshop under the Indomobil dealer network – the main distributor of Nissan cars in Indonesia. Strategically located at Jl. Urip Sumoharjo No. 35, Madiun, the dealership occupies 1,041 m² of land with a 957 m² building equipped with complete automotive facilities. The showroom displays five Nissan cars, providing a visual

experience for prospective buyers. The workshop has four repair stalls (2 general repairs and 2 periodic maintenance), with a service capacity of up to 14 cars per day. Service appointment facilities are also available to make it easier for customers to schedule services. As the 84th Nissan outlet in Indonesia, Indomobil Madiun implements the 3S service concept: Sales, Service, and Spareparts. Supported by modern technology and professional staff, the workshop is committed to providing the best after-sales service for customers in Madiun and the surrounding area, providing periodic services, general repairs, genuine spare parts, and emergency services. Consultations and service bookings are available via WhatsApp, with vehicle pick-up and drop-off facilities. Service capacity reaches approximately 14 vehicles per day.

The service flow at the Nissan Indomobil Madiun workshop follows national standards from the Indomobil Group. The process begins with a welcome by a Service Advisor (SA), recording vehicle data and complaints, followed by an initial inspection by a technician. A cost estimate is provided based on the complaint and inspection results. Service is performed after customer approval. Following the service process, the vehicle undergoes quality control before being returned to the customer with a description of the work and documentation.

This study used purposive sampling, with the criteria being customers who visit more than once a year. Of the 130 questionnaires distributed, 128 met the requirements and were used as research data. This number exceeded the minimum sample size of 84

respondents. Based on the data from the 128 respondents, the majority of workshop service users were men (90 people (70.30%)), while women (38 people (29.70%)) made up the majority of women. This indicates that vehicle technical maintenance is still performed more often by men. This finding aligns with research by Li (2023), which found that men are more concerned about vehicle condition and actively seek out maintenance-related information. Furthermore, men of productive age also tend to be more selective in choosing a repair shop, considering aspects such as quality, price, speed of service, and availability of spare parts. Understanding this male customer base is important for evaluating decisions to reuse repair shop services, especially in the face of competition between authorized and unauthorized repair shops.

Based on the data, the majority of respondents were in the productive and mature age range, namely 26–55 years old. The breakdown is as follows: 39 respondents (30.47%) aged 36–45, 33 respondents (25.78%) aged 26–35, and 29 respondents (22.66%) aged 46–55. Meanwhile, only 12 respondents (9.38%) aged 17–25, and 15 respondents (11.72%) aged 55 and older. These findings indicate that the productive age group is more dominant in using repair shop services due to rational considerations of quality and cost. This aligns with the findings of Akbar (2021) and Setiawan (2021), who stated that productive-age consumers tend to switch to general repair shops after the warranty period expires due to cost efficiency and service satisfaction.

The majority of respondents were employees or entrepreneurs (69 people)

(53.91%), followed by civil servants/military/police (20 people) (15.62%). Housewives and retirees each accounted for 15 people (11.72%), while students/university students comprised only 9 people (7.03%). These findings indicate that auto repair shop customers generally come from active employment groups, both in the private and government sectors, due to their high demand and purchasing power for vehicle maintenance.

Descriptive analysis was conducted on 128 respondents to determine the average perception of each variable: Service Quality (X1), Price (X2), Customer Satisfaction (Z), and Repurchase Decision (Y). The results showed that most indicators were in the good to excellent category, reflecting positive customer perceptions of Nissan Indomobil Madiun's repair shop services. However, several indicators remained in the fair and poor categories, indicating the need for improvement in certain aspects. These findings provide a basis for repair shops to improve service quality and maintain customer loyalty.

The outer model testing in this study was conducted to evaluate the validity and reliability of the indicators against the constructs using the PLS (Partial Least Squares) approach. There are four variables in the model: service quality, price, customer satisfaction as intervening variables, and reuse decision as the dependent variable. Convergent validity was tested through outer loading values, where all indicators showed values above 0.60. This indicates that each indicator is able to validly reflect the construct being measured. Furthermore, convergent validity testing was strengthened by the Average Variance Extracted (AVE) value, where all variables had an AVE value greater than 0.50. This result indicates that each construct has met the established validity criteria. Thus, all instruments in this study can be declared valid and reliable for use in the next stage of structural analysis. Based on the structural model and AVE values all > 0.50 , the measurement instruments in this study were declared convergently valid. The following are the results of AVE measurements for each variable.

Table Variance Extracted (AVE) Value

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
X ₂	0.915	0.917	0.932	0.663
Z	0.770	0.776	0.853	0.594
X ₁	0.941	0.944	0.948	0.568
Y	0.910	0.912	0.925	0.554

Source: Data processed by researchers with Smart PLS 3, 2025

Discriminant validity in this study was tested to ensure that each construct was truly distinct from the others. The test was conducted using two main approaches: the Fornell-Larcker

Criterion and cross-loading. The results of the Fornell-Larcker test indicate that the square root of the AVE (shown on the diagonal of the table) is higher than the correlations between

the other constructs, indicating that each construct has a unique ability to explain its own variable. Meanwhile, the results of the cross-loading test indicate that each indicator has the highest loading value on the construct it measures, rather than on other constructs. This proves that each indicator can accurately represent the intended variable. Therefore, it can be concluded that discriminant validity has been met and the instrument in this study is suitable for use.

Referring to the reliability test results shown in the table, all variables in this study, including service quality (X1), price (X2), purchasing decisions (Y), and customer satisfaction (Z), demonstrated Cronbach's Alpha and Composite Reliability values exceeding 0.70. This indicates that each variable meets the criteria for internal consistency and stability of the measuring instrument, thus all can be declared reliable.

A structural test (inner model) was conducted to assess how well the model explains the dependent variable, as indicated by the R-square (R^2) value and path coefficient. The R^2 value indicates the strength of the relationship, with an $R^2 \geq 0.67$ considered strong, ≥ 0.33 moderate, and ≥ 0.19 weak. Furthermore, the significance of the relationship between variables was tested using a t-statistic to determine whether the relationship between the independent and dependent variables was statistically significant. The R-square results indicate that consumer loyalty (Y) can be explained by 82.2% of consumer satisfaction (Z), while the remaining 17.8% is influenced by factors outside the model. Meanwhile,

consumer satisfaction (Z) is explained by 63.8% of service quality (X1) and price (X2), with the remaining 36.2% influenced by other variables not included in this study.

Based on the f-square test results, it was found that the variables Service Quality (X1) and Price (X2) had a very strong influence on Consumer Satisfaction (Z), with values of 0.846 and 1.153, respectively. Consumer Satisfaction (Z) also showed a very large influence on Purchase Decisions (Y), with an f-square value of 1.168. Meanwhile, the direct influence of X1 and X2 on Y was relatively weak, with f-square values of only 0.062 and 0.042, respectively. These findings indicate that the influence of X1 and X2 on Y is largely mediated by variable Z.

The assessment of the goodness of fit of the model in this study was carried out using the Q-square value, which describes how well the model is able to predict endogenous variables. According to Garson (2016), a positive Q-square value indicates a model with relevant predictive ability, while a negative value indicates a lack of predictive relevance. Hair et al. (2019) added that a Q^2 value greater than 0.35 indicates excellent predictive ability. In this study, the Q-Square value was calculated using the blindfolding method using the SmartPLS application, resulting in a value of 0.439 for consumer loyalty (Y) and 0.359 for consumer satisfaction (Z). Because both values are positive and exceed the threshold, this model is considered to have good goodness of fit and adequate predictive ability. Meanwhile, the service quality (X1) and price (X2) variables are exogenous constructs, or independent variables,

without predictors in the model. Therefore, the Q-Square value for these variables was not calculated. Therefore, predictive relevance was only analyzed for endogenous constructs, namely variables influenced by other constructs. This finding indicates that the research model developed accurately and relevantly describes the relationships between variables based on the processed data.

Structural relationship testing was conducted to examine the interrelationships between the variables in the study. The basis for hypothesis testing is based on path coefficients and indirect effects. The relationship between variables is considered significant if the t-statistic value is >1.960 . If the value is less than this, the hypothesis is rejected. The test results are presented in the following section.

Table . Path Coefficients Values

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
x1 -> y	0.145	0.140	0.051	2.837	0.005	Significant
x1 -> z	0.558	0.562	0.061	9.091	0.000	Significant
x2 -> y	0.128	0.121	0.059	2.150	0.032	Significant
x2 -> z	0.652	0.648	0.074	8.861	0.000	Significant
z -> y	0.758	0.764	0.056	13.480	0.000	Significant
X1 -> Z -> Y	0.423	0.423	0.058	7,309	0.000	Significant
X2 -> Z -> Y	0.494	0.496	0.063	7,887	0.000	significant

Sumber : Data diolah peneliti dengan *Smart PLS 3*, 2025

Based on the results of the hypothesis testing, this study indicates that service quality and price significantly influence the decision to reuse Nissan Indomobil repair shops, both directly and through the mediation of customer satisfaction. The most dominant finding is the direct effect of customer satisfaction on the decision to reuse, with a coefficient of 0.758 ($t = 13.480$; $p < 0.001$), indicating that satisfaction is the primary factor driving customers to reuse repair shop services.

Furthermore, the results of the indirect test indicate that customer satisfaction is a significant mediator.

Service quality indirectly influences the decision to reuse through customer satisfaction (coefficient 0.423; $t = 7.309$; $p < 0.001$), as does price, whose influence is fully mediated by customer satisfaction (coefficient 0.494; $t = 7.887$; $p < 0.001$). This confirms that customer satisfaction is a strong and dominant mediating variable in bridging the relationship between service quality and price on the decision to reuse.

Based on the results of the analysis and hypothesis testing, seven hypotheses are proposed in this study. All seven hypotheses were accepted, because they met the statistical criteria with a t-value > 1.960 and a p-value $<$

0.05, which indicates that the relationship between variables is significant. The results of testing the first hypothesis (H1) showed that service quality (X1) has a positive and significant effect on customer satisfaction (Z), with a coefficient value of 0.471, $t = 6.266$, and $p < 0.001$. This indicates that the better the quality of service provided by the Nissan Indomobil repair shop, the higher the level of satisfaction felt by customers. The second hypothesis (H2) tested the effect of price (X2) on customer satisfaction (Z), and obtained results that were also significant with a coefficient value of 0.401, $t = 5.523$, and $p < 0.001$. This indicates that appropriate and competitive prices also increase customer satisfaction. Next, the third hypothesis (H3) tested the effect of customer satisfaction (Z) on the reuse decision (Y), yielding the highest coefficient value of 0.758, $t = 13.480$, and $p < 0.001$. These results indicate that customer satisfaction is the most dominant factor in encouraging customers to reuse repair shop services.

The fourth hypothesis (H4) tested the direct effect of service quality (X1) on the reuse decision (Y), with a significant result indicated by a coefficient value of 0.277, $t = 4.440$, and $p < 0.001$. This means that good service quality not only increases satisfaction but also directly encourages the reuse decision. Meanwhile, the fifth hypothesis (H5) tested the direct effect of price (X2) on the reuse decision (Y), which was insignificant, with a coefficient value of 0.032, $t = 0.509$, and $p = 0.611$. This indicates that price does not have a direct effect on the reuse decision but rather plays a role through

a mediating variable. This is supported by the results of the sixth hypothesis (H6), which shows that service quality (X1) has a significant effect on the reuse decision (Y) through customer satisfaction (Z), with a coefficient value of 0.423, $t = 7.309$, and $p < 0.001$. Finally, the seventh hypothesis (H7) also shows significant results on the effect of price (X2) on the reuse decision (Y) through customer satisfaction (Z), with a coefficient value of 0.494, $t = 7.887$, and $p < 0.001$. Thus, both service quality and price are proven to influence the reuse decision indirectly through customer satisfaction as a strong mediator.

CONCLUSION

Based on the results of data analysis and discussion in the previous chapter, several conclusions can be drawn in response to the research questions posed in this study. Service quality has a direct, positive, and significant influence on repeat service usage decisions at Nissan Indomobil workshop in Madiun. This indicates that the higher the customer's perception of service quality, the more likely they are to return for future services. Price also shows a direct, positive, and significant effect on repeat usage decisions, suggesting that customers consider price fairness relative to the service received when deciding to return.

Service quality significantly affects customer satisfaction. The better the perceived service ranging from technician reliability, timeliness, to facility comfort the higher the customer satisfaction. Price likewise has a direct, positive, and significant influence on satisfaction. Customers' perception of the alignment between price and

benefits plays a crucial role in shaping satisfaction. In this study, price even had a greater impact on satisfaction compared to service quality, as reflected in the highest path coefficient value. Customer satisfaction has a direct impact on repeat service decisions, acting as a key determinant in customer loyalty. When customers feel satisfied, they are more likely to return. Moreover, there is a significant indirect effect of service quality on

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