

Research Article

# The Effect of Service Attributes, Attractiveness, and Excellence on Consumer Satisfaction at CV Eko Auto Service Workshop in Harjosari II Village, Sub-District Medan Amplas

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**Abstract:** This study aims to determine the Influence of Service Attributes, Power, Attraction and Excellence on Consumer Satisfaction at CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District. In this study, the data collection technique used the random sampling method, the sample used was 65 respondents. All analyses in this study were assisted by the SPSS 25.0 program. The data analysis technique was carried out through classical assumption tests, multiple linear regression analysis, and hypothesis testing. Based on the t-test that has been carried out, the results obtained were that the Sig. value of the Service Attribute variable was obtained at  $0.001 < 0.05$  and the t count value  $(2.716) > t$  table  $(1.670)$ . So it can be concluded that the Service Attribute variable has a positive and significant effect on the Consumer Satisfaction variable. Furthermore, the Sig. value of the Attractiveness variable obtained was  $0.004 < 0.05$  and the t count value  $(3.154) > t$  table  $(1.670)$ . So it can be concluded that the Attractiveness variable has a significant effect on the Consumer Satisfaction variable. Furthermore, the Sig. value of the Excellence variable obtained is  $0.000 < 0.05$  which has a significant effect on the Consumer Satisfaction variable. From these data, the calculated t value is  $(10.882) > t$  table  $(1.670)$ . So it can be stated that the Excellence variable has a positive and significant effect on the Consumer Satisfaction variable.

**Keywords:** Attractiveness; Consumer Satisfaction; Excellence; Service Attributes.

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## 1. Introduction

Workshop is a type of small and medium business engaged in the field of repair services for both motorcycles and cars. More than that, workshops also sell spare parts to complete the need for replacement of damaged vehicle spare parts.

In an era of increasingly tight business competition, especially in the service sector, customer satisfaction is one of the key factors that determine the success of a company. CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District, is one of the vehicle repair service providers that strives to meet consumer needs and expectations. In this context, service attributes, attractiveness, and excellence are important elements that can influence the level of customer satisfaction.

Service attributes are the Quality of Service provided by the company to consumers for the services that have been provided through employees so that consumers can be comfortable and always use the services of the company. Good service attributes can create a positive experience for consumers, which in turn can increase loyalty and recommendations from consumers to others. Conversely, if the service attributes do not meet consumer expectations, this can cause dissatisfaction that has the potential to harm the reputation and sustainability of the workshop business.

Attraction is the quality of a company that can make a consumer or use the services owned by the company. One of the main factors that is an attraction is the quality of service. Consumers tend to choose workshops that offer high-quality services, including technician expertise, use of quality spare parts, and speed and accuracy in completing work. In addition, attraction can also include the reputation of the workshop, attractive promotions, and the excellence of the services offered. All of these factors contribute to creating a positive experience for consumers, which can ultimately increase their level of satisfaction.

Excellence is an advantage possessed by a company that makes the company superior to other companies. Excellence in service includes various aspects, such as speed of service, quality of workers, and the ability to understand and meet consumer needs. This excellence not only affects the quality of the repair results, but also the overall consumer experience when using the workshop service. Consumers who feel excellence in service tend to be more satisfied and are more likely to return to using the workshop service in the future.

Customer satisfaction is one of the main variables of success of a service company, including automotive workshops. In the midst of increasingly tight competition, workshops are required to not only provide quality services, but also be able to meet consumer expectations optimally. When consumers are satisfied with the services they receive, they tend to return to use the workshop's services and recommend it to others. Conversely, dissatisfaction can cause consumers to switch to competitors and have a negative impact on the workshop's reputation.

## **2. Preliminaries or Related Work or Literature Review**

### **2.1 Service Attributes**

According to Kottler (2020) explains that Service Attributes are the level of perfection expected and control over that perfection to meet consumer desires. If the service received or experienced (perceived service) matches expectations, the service attributes are perceived as good and satisfying. If the service received exceeds consumer expectations, the service attributes are perceived as perfect quality.

The importance of improving service quality or service excellence where there are significant concerns regarding dissatisfaction with service and lack of responsiveness to complaints. Employees need to be given further training on communication skills, customer service, and responsiveness to complaints. (Arifin, DA, Rahmat, M., & Tumanggor, MB (2024).)

According to the definition that has been stated in other words, Service Attributes are the level of excellence in seeking service needs provided by a company to service users. Good Service Attributes are considered good quality if the service received and felt by service users is in accordance with customer expectations, and vice versa if it is not in accordance then the quality of service gets a less good perception. (Sell 2018).

### **2.2 Attraction**

According to Darajat (2021), Attraction is everything that a company can provide to attract interest, create demand, find, sell, and please the market to fulfill consumer desires.

Attraction in the context of a workshop includes various elements, such as Brand, Price, Variety, Place, and Atmosphere. Good service quality, for example, can create a positive experience for consumers, which in turn can increase their satisfaction. In addition, comfortable and clean facilities can also provide a positive impression and increase the appeal of the workshop in the eyes of consumers.

Competitive and transparent pricing policies are also an important aspect of attraction. Consumers tend to be satisfied if they feel they are getting value for money. Therefore, workshop owners need to consider pricing strategies that are not only attractive but also reflect the quality of service provided.

### **2.3 Advantages**

According to Barney (2020), competitive advantage is a situation where a company experiences competitive advantage when actions in an industry or market create economic value and when several competing companies engage in similar actions.

The advantages that are fought for by every company seeking profit are not simply carried out and pursued, but there are also several factors that influence these advantages.

Increasingly tight competition requires companies to offer good quality products that are different from competitors' products, because the superiority of a company is one of the considerations for consumers to use the company's services. (Ramadani, NA, Hidayat, T., & Sembiring, Z. (2021).)

## 2.4 Consumer Satisfaction

According to Nugraheni & Wiwoho (2020) stated that: Consumer Satisfaction is a level of feeling that someone has after comparing the performance or results that have been felt with expectations. If performance fails to meet expectations, customers will be dissatisfied, If performance meets expectations, customers will be satisfied, If performance exceeds expectations, customers will be very satisfied and happy.

The level of satisfaction can refer to the function of the difference between perceived performance and expectations. If performance, especially service performance and so on is below expectations, then customers will be dissatisfied. If performance is in accordance with expectations, then customers will express their satisfaction. Meanwhile, if performance exceeds expectations, customers will feel very satisfied. Customer expectations can be formed by past experiences, comments from relatives and promises and information from various media. Satisfied customers will be loyal longer, less sensitive to price and give good comments about the company. (Kotler 2018).

## 3. Proposed Method

This research method uses a quantitative approach with a descriptive design to analyze the effect of service attributes, attractiveness, and excellence on customer satisfaction at the CV Eko Auto Service Workshop. The study was conducted from January to May 2025 at the workshop location located at Jalan Sumber Utama, Harjosari II Village, Medan Amplas District. The population in this study consisted of 187 consumers who used the workshop services during that period, and a sample of 65 people was taken using the Slovin formula with a margin of error of 10%. Data were collected through a questionnaire using a Likert scale to measure the research variables, namely service attributes, attractiveness, excellence, and customer satisfaction. Data analysis was carried out using SPSS software version 25.0, which includes validity tests, reliability tests, multiple linear regression analysis, and hypothesis tests to determine the effect of each independent variable on the dependent variable. In addition, classical assumption tests such as normality, heteroscedasticity, and multicollinearity were also carried out to ensure the validity of the regression model used.

## 4. Results and Discussion

### Results

#### 4.1 CV Eko Auto Service Workshop Profile

CV Eko Auto Service Workshop was established in 2021 and is located on Jalan Sumber Utama, Harjosari II Village, Medan Amplas District. This workshop provides repair services for motor vehicles, both motorbikes and cars, and sells spare parts. The owner of the workshop, Mr. Eko, directly manages operations and ensures the quality of service provided to consumers. The strategic location and the owner's courage in taking risks and maintaining quality of service are important factors in the development of this workshop.

#### 4.2 Respondent Characteristics

Of the 65 respondents involved in the study, the majority were male (75%) with a productive age between 30-39 years (35%). Most respondents work as Civil Servants (PNS) (37%), followed by traders/entrepreneurs (26%). These characteristics indicate that consumers who use workshop services are individuals who have knowledge and experience in vehicle maintenance, so they can provide a more accurate assessment of the services received.

#### 4.3 Questionnaire Results

The questionnaire results show that the service attribute variables (X1), attractiveness (X2), and excellence (X3) have a significant influence on consumer satisfaction (Y). Service Attributes (X1): From the analysis results, 67% of respondents agreed that the workshop

completed the repair according to the promised time, but 43% of respondents did not agree that the workshop provided a warranty or service guarantee. This shows that although the quality of service is recognized, there are still shortcomings in terms of service guarantees that can affect consumer satisfaction.

Attraction (X2): As many as 70% of respondents agreed that the location of the workshop is easy to reach and strategic. However, 60% of respondents felt that the price offered was not affordable. This shows that price attraction is a factor that needs to be considered to increase consumer satisfaction.

Excellence (X3): The results show that 50% of respondents feel that the workshop provides various payment options, and 41.5% feel valued as customers. However, 67% of respondents disagree that the service prices at this workshop are more affordable than other workshops, indicating that excellence is a factor that needs to be considered to increase customer satisfaction.

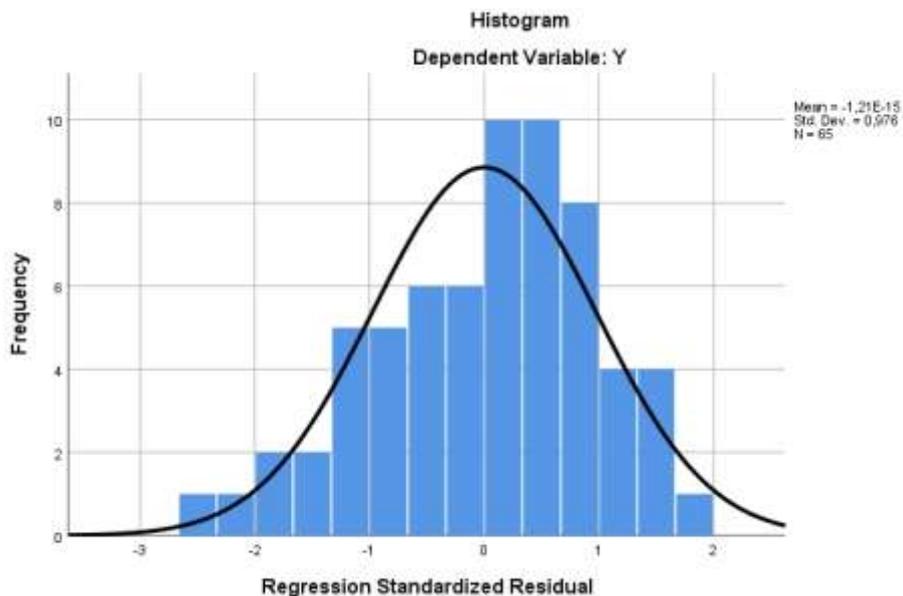


Figure 1. Histogram

In Figure 1. the histogram display shows that the dependent regression standardized residual curve forms a bell-shaped image. Therefore, based on the normality test, regression analysis is feasible to use even though there is a slight slope.

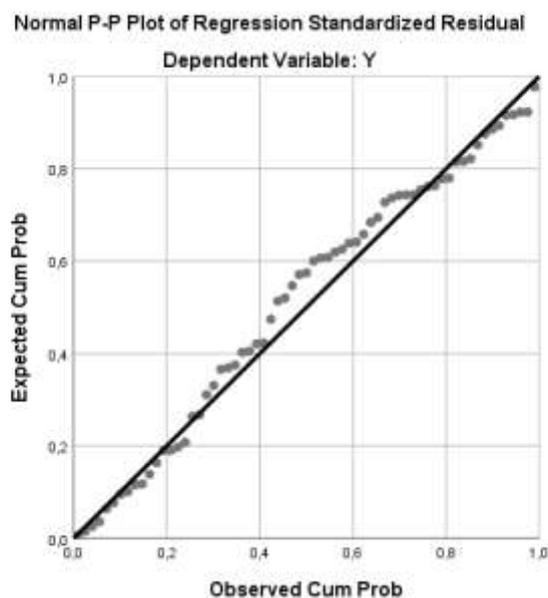


Figure 2. PP plot of standardized residuals

Based on Figure 2. the normal display of the PP residual plot shows that the points are spread around the diagonal line. Therefore, based on the results of the normality test, the regression analysis is feasible to use even though there are a few plots (data distribution) that deviate from the diagonal line.

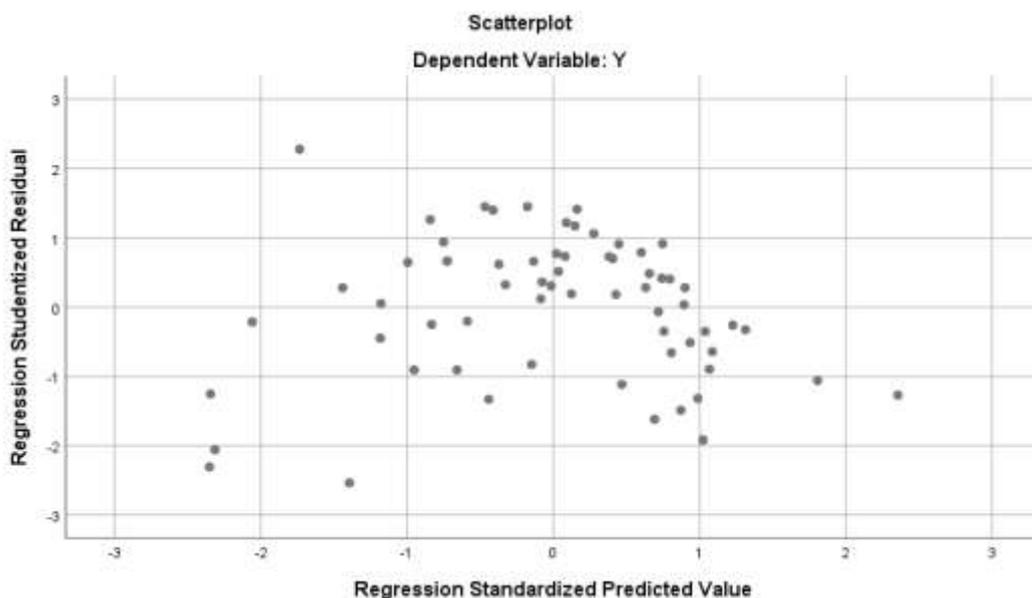


Figure 3. Scatterplot

Based on Figure 3. above, all points are spread above and there is no clear pattern and below the number 0 on the Y axis. Therefore, it is concluded that there is no heteroscedasticity.

Table 1. Data Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		65
Normal Parameters,a,b	Mean	,0000000
	Std. Deviation	3.96736029
Most Extreme Differences	Absolute	,096
	Positive	,057
	Negative	-,096
Test Statistics		,096
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Data normality testing obtained a probability value based on a standardized value of 0.05 with the overall variable test results of 0.200 where the results are greater than the significance

level of 0.05. So it can be concluded that the normality test in this study is normally distributed.

**Table 2.** Multicollinearity Test Results

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	Service Attributes (X1)	,145	6,904
	Attraction (X2)	,058	17,251
	Advantages(X3)	,081	12,270

Based on the results of the multicollinearity test of the 3 independent variables used, where the 1st variable with a Tolerance value of 0.145 and a VIF of 6.904 concluded that there was no symptom of multicollinearity. The 2nd and 3rd variables with respective Tolerance values of 0.058 and 17.251 and VIFs of 0.081 and 12.270 concluded that there was a symptom of multicollinearity because the variables of attraction and excellence have a close correlation. Where something interesting will make someone more interested (Attraction) to explore and see what makes it special or superior (Excellence).

**Table 3.** Multiple Linear Regression Analysis Results

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,309	,448		,691	,495
	Service Attributes (X1)	,158	,058	,124	2,716	,001
	Attraction (X2)	,274	,087	,227	3,154	,004
	Superiority (X3)	,796	,073	,662	10,882	,000

a. Dependent Variable: Consumer Satisfaction

Based on table 3, the multiple linear regression equation in this study is as follows:

$$Y = 0.309 + 0.158 X1 + 0.274 X2 + 0.796 X3 + e$$

Table 3 shows that the constant value (a) is 0.309, b1 is 0.158, b2 is 0.274, and b3 is 0.796, so that the multiple linear regression equation is obtained  $Y = 0.309 + 0.158 X1 + 0.274 X2 + 0.796 X3 + e$ . From the regression equation it can be concluded that:

- The constant value (a) obtained is 0.309, which means that if the independent variable has a value of 0 (constant), then the independent variable has a value of 0.309.
- The regression coefficient value of variable X1 is positive (+) at 0.158, which means that variable Y will also increase, and vice versa.
- The regression coefficient value of variable X2 is positive (+) at 0.274, which means that variable Y will also increase, and vice versa.
- The regression coefficient value of variable X3 is positive (+) at 0.796, which means that variable Y will also increase, and vice versa.

**Table 4.** Partial Test (t)

		<b>Coefficientsa</b>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,309	,448		,691	,495
	Service Attributes (X1)	,158	,058	,124	2,716	,001
	Attraction (X2)	,274	,087	,227	3,154	,004
	Superiority (X3)	,796	,073	,662	10,882	,000

a. Dependent Variable: Consumer Satisfaction

Based on the partial test results (t) above, the t table value obtained at  $df = nk - 1 = 65 - 3 - 1 = 61$  at a significance level of 5% (0.05) is 1.670. Thus, to find out partially, a multiple regression equation can be compiled as follows:

- The value obtained from the table above is the t-count value > t-table (2.716 > 1.670) and a significance of  $0.001 < 0.05$ , meaning that service attributes have a positive and significant effect on consumer satisfaction.
- The value obtained from the table above is the t-count value > t-table (3.154 > 1.670) and the significance is  $0.004 < 0.05$ , meaning that attractiveness has a positive and significant effect on consumer satisfaction.
- The value obtained from the table above is the t-count value > t-table (10.882 > 1.670) and the significance is  $0.000 < 0.05$ , meaning that superiority has a positive and significant effect on consumer satisfaction.

**Table 5.** Simultaneous Test (f)

<b>ANOVA</b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	703,409	3	234,470	106,942	,000b
	Residual	5,557	26	,214		
	Total	708,967	29			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Service Attributes, Attractiveness, Consumer Satisfaction

From table 4.30, the calculated F value is 106.942. With  $\alpha = 5\%$ , numerator = 3, denominator =  $65 - 3$  (5%; 3; 62; F table 2.75) the F table value is 2.75. From the description, it can be seen that the calculated F (106.942) > F table (2.75), and the significance value is  $0.000 < 0.05$ , so it can be concluded that the service attribute, attractiveness, and superiority variables have a simultaneous effect on the consumer satisfaction variable.

**Table 6.** Results of the Determination Coefficient Test (R2)

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,914a	,835	,827	2,176

a. Predictors: (Constant), Service Attributes, Attractiveness, Superiority

b. Dependent Variable: Consumer Satisfaction

Based on table 6, the adjusted determination coefficient value (R Square) is 0.835, which means that 83.5% of the dependent variable can be explained by the independent variable, while the rest is explained by other variables outside the variables studied.

## Discussion

### The Influence of Service Attributes on Consumer Satisfaction

According to Kottler (2020), Service Attributes are the level of expected perfection and control over that perfection to meet consumer desires. If the service received or experienced (perceived service) matches expectations, the service attributes are perceived as good and satisfying. According to Cahyono et al., (2020), there are five indicators of service attributes, including: Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

The results of this study obtained a t-count value  $>$  t-table ( $2.716 > 1.670$ ) and a significance of  $0.001 < 0.05$ , meaning that service attributes have a positive and significant effect on consumer satisfaction.

### The Influence of Attraction on Consumer Satisfaction

According to Darajat (2021) Attraction is everything that a company can provide to attract interest, create demand, find, sell, and please the market to fulfill consumer desires. According to (Naufal 2018: 72) There are several indicators of attraction as follows: Brand, Price, Variety, Place, and Atmosphere.

The results of this study obtained a t-count value  $>$  t-table ( $3.154 > 1.670$ ) and a significance of  $0.004 < 0.05$ , meaning that attractiveness has a positive and significant effect on consumer satisfaction.

### The Influence of Excellence on Consumer Satisfaction

According to Barney (2020) Excellence is a state where a company experiences competitive advantage when actions in an industry or market create economic value and when several competing companies engage in similar actions. According to Hajar & Sukaatmadja (2019) there are 5 indicators of excellence, including the following: Competitive Price, Opportunity Exploration, Competitive Threat Defense, Flexibility, and Customer Relationships.

The results of this study obtained a t-count value  $>$  t-table ( $10.882 > 1.670$ ) and a significance of  $0.000 < 0.05$ , meaning that superiority has a positive and significant effect on consumer satisfaction.

### The Influence of Service Attributes, Attractiveness, and Excellence on Consumer Satisfaction

According to Nugraheni & Wiwoho (2020) stated that: Consumer Satisfaction is a level of feeling that someone has after comparing the performance or results that have been felt with expectations. According to Hermanto & Nainggolan (2020) there are six indicators that influence consumer satisfaction, namely: Overall Customer Satisfaction, Customer Assessment, Confirmation of Expectations, Repurchase Interest, Willingness to Recommend, and Customer Dissatisfaction.

The results of this study state that the calculated F value ( $106.942 > F$  table (2.75), and the significance value of  $0.000 < 0.05$ , it can be concluded that the service attribute, attractiveness, and superiority variables have a simultaneous effect on consumer satisfaction variables. The adjusted determination coefficient value (R Square) is 0.835, this means that 83.5% of the dependent variable can be explained by the independent variable while the rest is explained by other variables outside the variables studied.

## 5. Comparison

The following is a comparison of several important aspects identified in the thesis, especially related to the problems found at the CV Eko Auto Service Workshop:

### 5.1 Problem Identification (Pre-Survey)

#### Service Attributes (X1) - Assurance

Problem: Based on the pre-survey (Table 1.1), 17 out of 30 respondents (57%) did not agree that the workshop provides a warranty or service guarantee for work that has been done, especially for light services such as oil changes and periodic repairs.

Impact: This has the potential to impact consumer satisfaction.

**Attraction (X2) – Price**

**Problem:** Based on the pre-survey (Table 1.2), 18 out of 30 respondents (60%) did not agree that the price offered was affordable in influencing the attractiveness of choosing this workshop.

**Impact:** Consumers feel dissatisfied with the relatively less affordable prices of spare parts and services, resulting in a loss of satisfaction.

**Advantages (X3) - Competitive Price**

**Problem:** Based on the pre-survey (Table 1.3), 20 out of 30 respondents (67%) disagreed that the service prices at this workshop were more affordable than other workshops.

**Impact:** Higher prices for genuine spare parts compared to competing workshops make consumers feel dissatisfied with the costs incurred and feel that it is not worth it.

**Consumer Satisfaction (Y) - Overall Customer Satisfaction**

**Problem:** Based on the pre-survey (Table 1.4), 16 out of 30 respondents (53%) disagreed that they were satisfied with the services provided by the workshop overall.

**Impact:** The level of consumer satisfaction is not optimal, as seen from complaints about the length of time it takes for vehicle repair services, which is caused by a lack of employees.

**5.2 Hypothesis Test Results (Data Analysis)****Partial Effect (t-Test)****Service Attributes (X1) towards Consumer Satisfaction (Y):**

**Results:** The calculated t-value = 2.716 > t-table = 1.670, and significance = 0.001 < 0.05.

**Conclusion:** Service attributes have a positive and significant effect on customer satisfaction. This shows that despite initial issues with warranties, overall service attributes (reliability, responsiveness, empathy, tangibility) still have a positive effect.

**Attraction (X2) towards Consumer Satisfaction (Y):**

**Results:** The calculated t-value = 3.154 > t-table = 1.670, and significance = 0.004 < 0.05.

**Conclusion:** Attractiveness has a positive and significant effect on consumer satisfaction. Although price was an issue in the pre-survey, other attractiveness factors (brand, variety, place, atmosphere) overall still contributed positively.

**Advantages (X3) towards Consumer Satisfaction (Y):**

**Results:** The calculated t-value = 10.882 > t-table = 1.670, and significance = 0.000 < 0.05.

**Conclusion:** Excellence has a positive and significant effect on customer satisfaction. This shows that although competitive price is a weakness, other aspects of excellence (exploration of opportunities, defense of competitive threats, flexibility, customer relationships) are very strong in influencing satisfaction.

**Simultaneous Effect (F Test)****Service Attributes (X1), Attractiveness (X2), and Excellence (X3) towards Consumer Satisfaction (Y):**

**Results:** F-calculated value = 106.942 > F-table = 2.75, and significance = 0.000 < 0.05.

**Conclusion:** The variables of service attributes, attractiveness, and excellence simultaneously have a significant effect on consumer satisfaction.

**Coefficient of Determination (R<sup>2</sup>)**

**Result:** Adjusted R Square value = 0.835.

**Conclusion:** As much as 83.5% of the variation in the dependent variable (Consumer Satisfaction) can be explained by the independent variables (Service Attributes, Attractiveness, and Excellence), while the rest is explained by other variables outside the research.

### 5.3 Research Methods:

Previous Research (Yunita Hasan, 2020): Using Quantitative Methods, Random Sampling, Multiple Linear Analysis Techniques, and data collection through Observation, Interviews, and Questionnaires. Normality Test, Linearity Test, Classical Assumption Test, and Multiple Linear Analysis.

This study: Using Quantitative Method, Random Sampling sample (using Slovin formula for 65 respondents), Multiple Linear Analysis Technique, and data collection through Observation, Interview, and Questionnaire. Normality Test, Heteroscedasticity Test, Multicollinearity Test, and Multiple Linear Regression Analysis.

Comparison: There are significant similarities in the research methods used, including quantitative approaches, data collection techniques, and multiple linear regression analysis.

### 5.4 Previous Research Results vs. This Research:

#### Service Attributes/Service Quality:

- Yunita Hasan (2020): Service Quality influences Consumer Satisfaction (51.7%).
- Muhammad Riadi et al. (2021): Service quality does not have a positive effect on consumer satisfaction.
- Taehsik Gong & Youjae Yi (2023): Service quality driven customer satisfaction.
- Jie Wang et al. (2024): Attribute performance affects customer satisfaction.

This study: Service attributes have a positive and significant effect on consumer satisfaction.

Comparison: The results of this study are consistent with most previous studies which show a positive influence of service attributes/quality on consumer satisfaction.

#### Attractiveness:

- Evi Apriyanti (2023): Attraction has a significant influence on the interest in revisiting.
- Nurina Nurina et al. (2024): Attraction influences tourist satisfaction.

This study: Attractiveness has a positive and significant effect on consumer satisfaction.

Comparison: The results of this study are consistent with previous studies that show a positive influence of attractiveness on consumer satisfaction or interest.

#### Superiority

- Rahmatul Ummah (2019): Excellence has a positive and significant influence on customer satisfaction.

This study: Excellence has a positive and significant effect on consumer satisfaction.

Comparison: The results of this study are consistent with previous studies that show a positive influence of competitive advantage on consumer satisfaction.

### 5.5 General Conclusions from the Comparison

#### Consistency of Results:

In general, the results of this study support the findings of most previous studies that service attributes, attractiveness, and excellence are important factors that influence consumer satisfaction.

#### Specific Issues of CV Eko Auto Service Workshop:

Although these variables were overall positive, the pre-survey highlighted specific areas at CV Eko Auto Service Workshop that needed improvement, namely:

Availability of service guarantee/warranty (Service Attribute - Warranty).

Perception of affordable price (Attractiveness - Price and Advantages - Competitive Price).

#### Service time and number of employees (Customer Satisfaction - Overall).

Implications: This comparison shows that although the regression model is statistically valid and significant, CV Eko Auto Service Workshop still has room to improve customer satisfaction by addressing specific issues identified in the pre-survey stage, especially related to service assurance and price perception.

## 6. Conclusions

Based on the results of the analysis and discussion of the Influence of Service Attributes, Attraction, and Excellence on Consumer Satisfaction at the CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District, the following conclusions can be drawn:

- The results of the partial test (t) show that service attributes have a positive and significant effect on consumer satisfaction at the CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District.
- The results of the partial test (t) show that attractiveness has a positive and significant effect on consumer satisfaction at the CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District.
- The results of the partial test (t) show that excellence has a positive and significant effect on consumer satisfaction at the CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District.
- The results of the simultaneous test (f) show that service attributes, attractiveness, and excellence simultaneously influence consumer satisfaction at the CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District.

**Author Contributions:** Muhammad Wahyu (NPM 213114076) is the main author of this thesis. Where he has the role of submitting and compiling a thesis research proposal and conducting research and compiling a thesis with the title "The Influence of Service Attributes, Attraction, and Excellence on Consumer Satisfaction at CV Eko Auto Service Workshop in Harjosari II Village, Medan Amplas District". This research is a final assignment in completing a Bachelor's degree at the Faculty of Economics and Business, Management Study Program, Al Washliyah Muslim Nusantara University Medan. The author acknowledges that the success in completing this proposal/thesis cannot be separated from the help, guidance, and encouragement of various parties, which are described in the "Foreword" and "Acknowledgements" sections.

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**Data Availability Statement:** Data Available in Thesis/Appendices. The data used in this study (pre-survey questionnaire results, respondent characteristic data, respondent answers, and SPSS statistical test results) are presented directly in the thesis chapters (especially Chapter IV) and are also attached at the end of the document (Appendix 1: Questionnaire). Implications of Data Availability. By presenting data in tables and questionnaire appendices, this indicates that the research data are available and accessible to readers who wish to review or verify the results. However, there is no formal statement regarding a data repository or other means of accessing the raw data separately.

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