



Analysis Of Promotional Strategies And Service Quality On Usage Satisfaction Steam HJg Car Wash In Pungur District Central Lampung

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Abstract: With car production increasing every year, the automotive industry has grown rapidly in the modern era. This growth has also led to the development of ancillary service sectors such as auto repair shops, auto shows, sales of vehicle accessories and components, and carwash services. Car wash services, in particular, have become very necessary in this day and age, especially for those who cannot and have limited time to wash their own vehicles at home. As a business in the service sector, it is important to implement effective promotional plans and provide optimal service quality to customers to ensure their satisfaction with the services provided. This research aims to evaluate the effect of promotional strategies and service quality on the satisfaction of HJG Carwash users in Punggur District, Central Lampung, either partially or simultaneously. From a population of 242 people, the research sample was taken from 151 respondents. The research method applied is multiple regression analysis with the IBM SPSS Statistics application. The results prove that promotional strategies do not have a positive impact on user satisfaction, while service quality has a positive impact partially on HJG Carwash user satisfaction. However, simultaneously, the two variables together have a positive and significant impact on HJG Carwash user satisfaction. In this study, 29.5% of the variation in customer satisfaction can be explained by the model used, while the remaining 0.705 cannot be described in this research.

Keywords: Promotion Strategy, Service Quality, Customer Satisfaction

Abstrak: Dengan meningkatnya produksi mobil setiap tahunnya, industri otomotif telah berkembang pesat di era modern. Pertumbuhan ini juga mendorong perkembangan sektor layanan tambahan seperti bengkel mobil, pameran otomotif, penjualan aksesoris dan komponen kendaraan, serta layanan cuci mobil atau *carwash*. Layanan cuci mobil, khususnya, menjadi sangat dibutuhkan di zaman ini, terutama bagi mereka yang tidak dapat dan memiliki keterbatasan waktu untuk mencuci kendaraan mereka sendiri di rumah. Sebagai pelaku bisnis di bidang layanan jasa, penting untuk menerapkan rencana promosi yang efektif dan memberikan kualitas layanan yang optimal ke pelanggan untuk memastikan kepuasan mereka terhadap layanan yang diberikan. Riset ini bertujuan untuk mengevaluasi pengaruh strategi promosi dan kualitas layanan terhadap kepuasan pengguna HJG Carwash di Kecamatan Punggur, Lampung Tengah, baik secara parsial ataupun simultan. Dari populasi sebanyak 242 orang, sampel penelitian diambil dari 151 responden. Metode riset yang diaplikasikan yaitu analisis regresi berganda dengan aplikasi IBM SPSS Statistics. Hasil riset membuktikan bahwa strategi promosi tidak berdampak positif terhadap kepuasan pengguna, sementara kualitas layanan berdampak positif secara parsial terhadap kepuasan pengguna HJG Carwash. Namun, secara simultan, kedua variabel itu secara bersama-sama berdampak positif dan signifikan terhadap kepuasan pengguna HJG Carwash. Dalam penelitian ini, sebesar 29,5% variasi dalam kepuasan pelanggan dapat dijelaskan oleh model yang digunakan, sementara sisanya sebesar 0,705 tidak dapat diuraikan dalam riset ini.

Kata kunci: Strategi Promosi, Kualitas Pelayanan, Kepuasan Pengguna

INTRODUCTION

Business growth and economic development have a major impact on society, especially through consumerism. People are inadvertently encouraged to have private transportation for

business trips or personal interests by this consumerist mindset. Transportation manufacturers are encouraged to continue to innovate and develop environmentally friendly and efficient modes of transportation because of developments over time and transportation needs that continue to increase. Every year, a number of transportation manufacturers strive to develop and adopt new design trends. As people's lifestyles continue to change, there is a possibility that they will buy new vehicles or repair their current vehicles. For this reason, many manufacturers value evolution and will likely continue to develop.

As more and more cars are being produced every year, the automotive sector has developed very rapidly in this modern era. The growth of the automotive industry has also encouraged the expansion of additional service sectors such as car repair shops, automotive exhibitions, sales of vehicle accessories and components, as well as car wash services or *carwash*. In this modern era, carwash or car wash services are really needed, especially for some people who don't have much time to wash their own vehicles at home.

In this context, car wash businesses need to design a plan to increase customer satisfaction. According to Komari (2016), the goal of the plan is to successfully solve problems in the business environment, in accordance with a very important mission. This strategy aims to provide constructive guidance that is in line with organizational goals. According to Tjiptono (2015), promotion is an effort carried out by an organization with the aim of determining the success of the marketing activities carried out. Meanwhile, according to (Kotler and Armstrong, 2008), the definition of a sales scheme is a sales logic where business elements want to create numbers and gain profits from their relationship with consumers. The definition of marketing strategy according to Philip Kotler includes the mindset applied to achieve marketing goals, by summarizing a plan that includes target market, positioning, marketing mix, and marketing budget. After implementing promotional strategies to increase customer satisfaction, it is also necessary to consider the quality of the services provided. Arianto (2018) stated that service quality prioritizes customer desires and expectations, as well as timeliness, and is prepared by the company for all types of services when consumers interact with the company.

Customers will feel something when they buy a good or service, and they will express the taste of the service. Purchase satisfaction is one of the feelings of expression. When consumers compare their perceptions with the results and expectations of the product-whether it is appropriate or not. Purchase satisfaction is defined as its impact, expressed as feelings of satisfaction or disappointment. In this case, customers' views and expectations can determine whether they are satisfied or not. When customers are happy, businesses can meet their

expectations; when they exceed expectations they are considered highly satisfied and when customer expectations and perceptions are not met, satisfaction is considered not achieved. (Farida, Tarmizi, & November, 2016).

Hg *carwash* opened in 2019, located on Jl. Raya Punggur-Metro, which currently has 3 employees. These employees are required to be able to do all the work, especially the types of services offered by HJG *carwash*. Types of services offered HJg *carwash* namely motorbike washing, car washing and autodetailing. Motorcycle wash at HJg *carwash* already using snow washing techniques, and car washing using hydraulic techniques, and every car washing includes cleaning the interior/inside with a vacuum. The facilities provided by HJg *carwash* include an indoor waiting room equipped with a fan, free drinks (coffee, tea, mineral water), clean toilets, worship/prayer room and free WiFi. The promotional strategy carried out by HJg *carwash* give coupons to customers every time they wash their vehicles at HJg *carwash*, when 10 coupons are collected, they can be exchanged for 1 free wash at HJg *carwash*, there is a pick-up and drop-off service directly in front of the house, then promotion on social media such as Instagram, Facebook and WA.

HJg *carwash* offers several vehicle care packages such as vehicle washing and autodetailing with the following price list:

Table 1. Basic Motor Package

Package type	Treatment name	Price
Package A	Steam wash motorbike snow	15.000
Package B	Steam wash motorbike snow + polish tires	25.000
Paket C	Steam wash motorbike snow + polish body	40.000
Package D	Steam wash motorbike snow + polish tires & body	50.000

Table 2. Regular Car Packages

Package type	Treatment name	Price
Package 1	Car snow steam wash	40.000
Package 2	Car snow steam wash + tire polish	80.000
Packet 3	Car snow steam wash + body polish	150.000
Packet 4	Car snow steam wash + tire & body polishing	200.000

Note: All packages include interior cleaning using a vacuum

The advantages of HJG *carwash* are that it is located in a strategic place and easy to find, the processing time is not long because all employees have mastered all the work, the facilities provided make customers comfortable waiting for the vehicle being worked on, the types of

services offered are quite complete, they provide promotions in the form of collecting 10 free coupons for 1 treatment, and affordable prices for locations in the village, there is a pick-up and drop-off service making it easier for customers who have little time. Then, the disadvantage of HJG carwash is that because it still has 3 employees, the processing time will take a little longer if there are lots of visitors.

In essence, a client's happiness or dissatisfaction with a good or service then influences their behavior in the future. If customers are satisfied, they are more likely to return and choose the same product or service. Additionally, satisfied customers are more likely to recommend products to others. This is not the case, disappointed customers tend to look for other alternatives before making a decision to purchase and utilize the goods or services. The new one is considered more in line with their needs. They may not inform others about their negative experiences with certain goods or services. This process continues to repeat itself until the customer is satisfied. This is the background to research on "Analysis of Promotional Strategies and Service Quality on Satisfaction with the Use of Steam HJg Carwash in Punggur District, Central Lampung".

LITERATURE REVIEW

Promotion Strategy

On the other hand, sales schemes based on (Kotler and Armstrong, 2008), sales reasons which are utilized by business elements and then try to generate numbers and profits from their interactions with clients are known as sales schemes. For example, defined by Philip Kotler, a sales scheme is a mindset which is then applied and then achieved sales targets. The sales scheme includes a specific strategy, target audience, positioning, sales mix, and advertising budget.

The promotional mix is the most effective form of promotion today. The promotional mix combines four main elements in promotion, namely advertising, personal selling, sales promotion and publicity. According to Kotler and Armstrong (2017), promotion variable indicators include:

- a. Advertising / Advertising: Includes media such as virtual advertising, internet, outdoor advertising, magazines, radio, direct mail, television and newspapers.
- b. Personal selling: is a sales scheme which has an impact on relationship selling.
- c. Sales promotion: Includes various strategies such as holding product promotions, linking products with other media, encouraging trial purchases, and increasing consumer memory of the product.

- d. Publicity / Public Relations: Includes activities to publicize services to the general public.
- e. Direct and Digital Marketing: Is a promotional activity that utilizes digital media to promote brands, products or services.

Service Quality

To develop and maintain customer trust, companies must provide the best quality service. Customer satisfaction can produce a number of benefits for the company, such as a positive working relationship between both parties, repeat business from customers which develops into consumer loyalty, and positive verbal suggestions.

According to Arianto's (2018) analysis, meeting customer needs, requirements and expectations on time can be considered the main focus of service quality. Any form of service provided by a company to its clients during interaction with the company is considered service quality.

Service quality has 5 aspects that guide clients in assessing the services they use, as explained by Zeithaml (2010):

1. Tangibles include the physical appearance, equipment, and personnel involved in providing the service.
2. Empathy involves caring and giving personal attention to consumers.
3. Reliability refers to the expertise to perform services in accordance with the promises provided consistently and reliably.
4. Responsiveness shows a willingness to support clients and provide appropriate services.
5. Assurance includes expertise and polite actions of officers and can provide trust and confidence.

User Satisfaction

The idea of meeting or exceeding expectations is known as client satisfaction. A feeling of pleasure then arises if the item used is more valuable than expected, and vice versa. Disappointment then arises if the goods used are not of value, for example where expected. (Hill and Alexander, 2017). Satisfaction can be known after using a good or service. In relation to the services provided to clients, suppliers are obliged to behave in the same manner as the client expects. Zeithaml (2010) emphasized that then there is a relationship between services which are provided through consumer satisfaction. The higher the happiness score that a client can convey, the better the service they receive. According to Tjiptono (2004:101), citing Hawkins and Lonney, the characteristics that form satisfaction include:

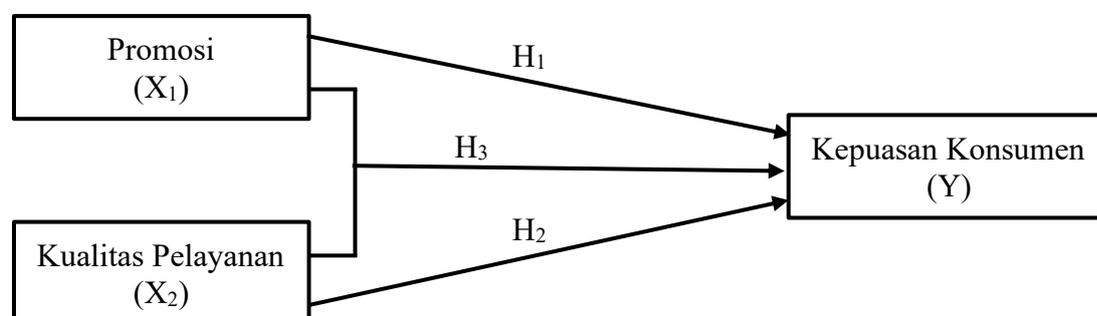
- a) Fulfillment of expectations, namely being able to meet customer expectations in terms of service, price and results received by the client.
- b) Interest in coming back is the client's tendency to come again or make another purchase of related goods.
- c) Willingness to recommend is a client's tendency to tell friends and family about items they find satisfactory.

Previous Research

Table 3. Previous Research

No	Researcher Name	Research Title	Research Results
1.	Nur Laely, Djunaedi & Dea Rosita (2020)	The Influence of Customer Relationship Marketing and Service Quality on Satisfaction: A Study of McDonald's Kediri Consumers	This research both examines service quality variables related to consumer satisfaction. The research results show that the service quality variable has a significant impact on consumer satisfaction.
2.	Marwita Andarini, Nur Laely, Wiganti & Nurul Laily (2020)	Analysis of Price, Product Innovation, Promotion and Business Process on Consumer Satisfaction of Bakso Aci Tata Snack	Research results based on partial tests (T tests) state that promotional variables do not have a partial impact on consumer satisfaction. Research results based on simultaneous tests (F test) show that together the independent variables, namely price, product innovation, promotion and business activities, can work simultaneously or together on the consumer satisfaction variable.

Conceptual Framework



Hypothesis

A hypothesis is a statement that needs to be tested for truth (Djarwanto and Subagyo, 1996). In other words, a hypothesis is an assumed relationship between independent and dependent variables. Hypotheses are usually used in this research, namely temporary steps (potential solutions) to statements in problem formulation. Based on the introduction, literature review and conceptual framework, the hypothesis proposed for this research is:

H1: Promotion strategies have a significant effect on customer satisfaction at HJg Carwash in Punggur District, Central Lampung.

H2: Service quality has a significant effect on customer satisfaction at HJg Carwash in Punggur District, Central Lampung.

H3: Promotion Strategy and Service Quality together have a significant effect on HJg Carwash Customer Satisfaction.

RESEARCH METHODS

Research Methods and Areas

This research uses a quantitative approach as its methodology. According to Arikunto (2006:12), quantitative research is research that uses numbers as a tool for analysis, starting from collection, interpretation, to the appearance of the data. This research area was carried out at the HJG Carwash steam which is located in Punggur sub-district, Central Lampung.

Population and Sample

Population is called an area from which general conclusions are drawn about subjects or objects that provide certain characteristics for research purposes (Sugiyono, 2014). In the framework of this research, the population is customers who choose to use the HJg Carwash steam service, totaling 242 customers during the research period from January to December 2023. According to Sugiyono (2014), the research sample refers to goods or individuals who represent the population. In this research, sample determination was carried out using

techniques *purposive random sampling*, the number of research samples is determined using the Slovin formula with *margin of error of 5%* as explained by Hidayat (2017):

$$n = \frac{N}{1 + Yes^2}$$

Thus, the sample size used in this research is:

$$n = \frac{242}{1 + (242 \times (0,05))^2}$$

n = 150.7 rounded 151 respondents

Research Subjects and Objects

The Steam Hjj Carwash business was the subject of the research, and the location was used to collect data that supports the research topic. Meanwhile, the object of this research is the research focus on the analysis of promotional strategies and service quality in Punggur District, Central Lampung, with the aim of achieving customer satisfaction through the use of Steam Hjj Carwash.

Operational Variables

Table 4. Operational Variables

Draft	Variable	Indicator	Scale	Score = Respondent's Attitude
Analysis of Promotion Strategies and Service Quality on Satisfaction with the Use of Steam Hjj Carwash in Punggur District,	Promotion strategy	a. Advertising/ advertising	Likert	1 = Strongly Disagree
		b. personal selling		2 = Disagree
		c. Sales promotion		3 = Agree
		d. Public relation		4 = Strongly Agree
		e. Digital marketing		
Quality of service	Quality of service	a. <i>Tangible</i>	Likert	1 = Strongly Disagree
		b. <i>Reliability</i>		2 = Disagree
		c. <i>Responsiveness</i>		3 = Agree
		d. <i>Assurance</i>		4 = Strongly Agree
		e. <i>Empathy</i>		

Draft	Variable	Indicator	Scale	Score =	
				Respondent's	Attitude
Central Lampung	Consumer Satisfaction	a. Fulfillment of expectations	Likert	1	= Strongly Disagree
		b. Interest comes back		2	= Disagree
		c. willingness to recommend		3	= Agree
				4	= Strongly Agree

Data Types and Sources

This research utilizes two different types of data: quantitative data, which refers to information that can be calculated precisely or explained in the form of numbers related to the research theme (Dr. Whidwarni, 2017), and qualitative data, which is information provided in a descriptive manner. verbally and not in numerical form (Semiawan, 2010).

Primary data, namely data that is combined appropriately from research sources, is the main data source in this research. Secondary data is information put together to strengthen or complement primary data. (Ali Maksum, 2012).

Data Collection Techniques

In this research, the data collection techniques are:

- a. Observation, as explained by Hasanah (2017), is direct observation used in research activities, where everything related to goods, prices, advertising and business transactions is evaluated and recorded as a basis for making purchasing decisions.
- b. Questionnaire, according to Sugiyono's definition (2017:142), is a survey method using a questionnaire.
- c. Literature study, as described by Agusta (2014), involves searching for information online by applying main points that are similar to the research topic. Well-known and trusted research publications, both in Indonesian and foreign languages, can be used as reference sources to gain more in-depth knowledge about the topic.

Data Analysis Techniques

The data analysis techniques in this research are:

1. Validity test, namely checking each question for each indicator using a validity test. The process involves comparing the overall score for each indicator with the score derived from the questionnaire answers. Decisions that are considered valid use the value $R_{count} > R_{table}$ (Yusup, 2018).
2. The reliability test is applied to assess how reliable the indicators are for each independent and dependent variable. Reliability measurements use an interval scale and are assessed based on certain criteria, as explained by Andriani (2017).

Table 5. Intervals and Criteria Cronbach's Alpha

Interval	Criteria
< 0,200	Very low
0,200-0,399	Low
0,400-0,599	Enough
0,600-0,799	High
0,800-1,000	Very high

3. Classic Assumption Test

The use of the classical assumption test aims to obtain the best linear estimate, as explained by Damanik & Wibowo (2018). The test includes the following steps:

- a) Normality Test applies the Kolmogorov-Smirnov Test with a significance value higher than 0.05 to indicate that the data is normally distributed.
- b) Autocorrelation test is applied by checking the Durbin Watson value. If the values are in the range between 1.55 to 2.46, then there is no autocorrelation problem in the data.
- c) Multicollinearity test refers to the Variance Inflation Factor (VIF) value which is in the range between 1.00 to 10.00 to indicate that the data does not experience multicollinearity.
- d) Heteroscedasticity test is carried out to check whether there are differences in residual variance between observations in the regression model. This test uses the Glejser test, which is a hypothesis test and involves residual absolute regression. The decision in the Glejser test is based on statistical significance: If the significance figure is higher than 0.05, then there is no indication of heteroscedasticity. If the significance figure is lower than 0.05, then there is an indication of heteroscedasticity in the data.
- e) Multiple Linear Regression Test

According to Tumbuan, Mandey, & Kakasih (2014), the multiple linear regression equation is formulated as follows:

$$Y = \alpha + b_n X_K + b_n X_K$$

f) T test (partial)

T test (partial) to understand the extent of influence of each variable (X) on variable (Y).

g) F test (simultaneous)

The F test is carried out to understand the level of influence of the independent variable (X) simultaneously on the dependent variable (Y).

h) The value of the coefficient of determination to find out how much is explained in the research and how little is what is not explained by looking at the R Square value.

RESEARCH RESULTS AND DISCUSSION

Validity Test

Table 6. Validity Test Results

Variable	Item	r-table	r-count	Decision
Promotion (X1)	X1.1	.159	.481**	Valid
	X1.2	.159	.730**	Valid
	X1.3	.159	.476**	Valid
	X1.4	.159	.675**	Valid
	X1.5	.159	.784**	Valid
	X1.6	.159	.737**	Valid
	X1.7	.159	.750**	Valid
	X1.8	.159	.481**	Valid
	X1.9	.159	.736**	Valid
	X1.10	.159	.675**	Valid
Service Quality (X2)	X2.1	.159	.486**	Valid
	X2.2	.159	.512**	Valid
	X2.3	.159	.568**	Valid
	X2.4	.159	.661**	Valid
	X2.5	.159	.613**	Valid
	X2.6	.159	.592**	Valid
	X2.7	.159	.622**	Valid
	X2.8	.159	.558**	Valid
	X2.9	.159	.535**	Valid
	X2.10	.159	.579**	Valid
	X2.11	.159	.637**	Valid

Variable	Item	r-table	r-count	Decision
User Satisfaction (Y)	X2.12	.159	.555**	Valid
	X2.13	.159	.497**	Valid
	Y.1	.159	.613**	Valid
	Y.2	.159	.711**	Valid
	Y.3	.159	.667**	Valid
	Y.4	.159	.649**	Valid
	Y.5	.159	.753**	Valid
	Y.6	.159	.747**	Valid
	Y.7	.159	.748**	Valid
	Y.8	.159	.716**	Valid
	Y.9	.159	.681**	Valid
Y.10	.159	.631**	Valid	
Y.11	.159	.533**	Valid	

Based on validity test data, the independent variable Promotion (X1), Service Quality (X2), and the dependent variable User Satisfaction (Y) have the number $R_{count} > R_{table}$, then the independent variable is declared and the dependent variable is declared completely valid.

Reliability Test

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Decision
Promotion (X1)	.848	10	Reliable
Service Quality (X2)	.823	13	Reliable
User Satisfaction (Y)	.882	11	Reliable

Based on reliability test data, the independent variables Promotion (X1), Service Quality (X2), and the dependent variable User Satisfaction (Y) have an interval value of 0.400-1.000, namely 0.848; 0.823; and 0.882 is declared completely reliable.

Classical Assumption Test

Table 8. Classical Assumption Test Results

Classical Assumption Testing	Survey	Value Generated	Decision
Normality Test	Asymp.Sig value. (2-tailed) > 0.05	0,001	Data is not normally distributed
Autocorrelation Test	Watson's durbin value is between 1.55-2.46	1,819	There is no autocorrelation in the data
Multicollinearity Test	The VIF value is between 1.00 – 10,000	(X1) 1,246 (X2) 1,246	There is no multicollinearity in the data
Heteroscedasticity Test	Sig value. Glejser test >0.05	(X1) 0,637 (X2) 0.317	Heteroscedasticity does not occur

In the classical assumption test, the results are as follows: Normality test shows the Asymp value. Sig.(2-tailed) is 0.001, which is lower than 0.05, so the data is considered not normally distributed. For the Autocorrelation test, the Durbin Watson value is 1.819, which indicates that there is no autocorrelation. Then, in the multicollinearity test, the VIF value for variables X1 and X2 is 1.246 respectively, indicating that there is no multicollinearity problem in the data. Finally, in the Heteroscedasticity test, the Sig value. Glejser's test is higher than 0.05, so there is no indication of heteroscedasticity in the data.

Multiple Linear Regression Test

Table 9. Multiple Linear Regression Test Results

Model	B
(Constant)	11,859
X1	0,015
X2	0,555

From the results of multiple linear regression tests on the independent variable and dependent variable with the following model:

$$Y = 11,859 + 0,015X1 + 0,555X2$$

From the model it is explained that the constant number is 11.859, meaning that if X1 and X2 are assumed to be constant then the Y number remains at 11.859. On the other hand, the number X1 is 0.015, meaning that if there is an increase in X1 of 1 unit then User

Satisfaction and variable Y will then increase by 0.015. Furthermore, the X2 number is 0.555, meaning that if there is an increase in X2 by 1 unit then the Y variable then increases by 0.555.

Uji T

Table 10. T Test Results

Model	T _{table}	T _{count}	Say.	T Description _{table < T_{count}}
X1	1,66	0,217	0,829	No partial influence
X2	1,66	6,971	< ,001	Partial influence

In the T test, namely a partial test, the results of the partial test of the relationship between partial to the user satisfaction variable (Y). This matter is because the sales method which was carried out did not reach the target because it was only advertised through social media where the followers of the social media account were only local people, then sales were only carried out individually by the owner and employees of HJg Carwash to their closest people and family. Supported by research carried out by (Marwita Andarini, Nur Laely, Wigati & Nurul Laily, 2020) states that the sales process via WhatsApp messages is not necessarily received and read by the recipient of the message. On the other hand, the partial test results on variables Y). This problem is caused by the quality of services that can provide client satisfaction in terms of Tangibility, which is related to the facilities and services provided by HJG Carwash to customers, Reliability, namely the attitude of HJG Carwash employees who are alert and fast and can be trusted in the performance of customer services, Responsiveness, namely fast response employees in the work and cashier service activities are fast and precise, Assurance is a guarantee of customer trust in leaving the vehicle at HJG Carwash and proof of payment which is always provided by HJG Carwash employees, as well as empathy regarding good conversations by employees with customers. This matter is supported by research carried out by (Nur Laely, Djunaedi & Dea Rosita 2020), through the existence of Tangibiliti, Reliability, Responsiveness, Assurance and Empathy, it can be known what the client expects to be, a sense of satisfaction resulting in a profit for HJG Carwash. Therefore, the hypothesis in H1 is rejected because there is no relationship that has a partial influence on the sales variable (X1) on the user satisfaction variable (Y). On the other hand, H2 is accepted because the service quality variable (X2) has a partial impact on the user satisfaction variable (Y). , and H3 is accepted because together the sales variables (X1) and service quality (X2) have an impact on the user satisfaction variable (Y).

F Test and Coefficient of Determination Value

Table 11. F Test Results and Coefficient of Determination

F	Say.	R Square
31,137	0,000	0,295

The simultaneous test applies the assumption $F_{count} > F_{table}$ through the F_{table} number which is used at 3.06 and the significant number < 0.05 is stated as independent variables which together have a significant impact on user satisfaction. In terms of sales and service quality, the F count is $31.137 > 3.06$ and the significant number is $0.000 < 0.05$. Through decision making, there is a significant impact together on sales and service quality on user satisfaction. The Coefficient of Determination figure is 0.295 or 29.5% which can be explained in this research, on the other hand, the remaining amount of 0.705 is not explained in this research because this research has limitations on the variables that are used and is not included in this research.

CONCLUSIONS AND RECOMMENDATIONS

Based on research where processing and discussion have been carried out, it can be concluded that:

- a. Advertising does not have a significant impact on Steam HJG Carwash user satisfaction, supported by research results (Marwita Andarini, Nur Laely, Wigati & Nurul Laily, 2020).
- b. Service quality has a positive and significant impact on HJG Carwash Steam User Satisfaction supported by research carried out (Nur Laely, Djunaedi & Dea Rosita 2020)
- c. Advertising and Service Quality together have a positive and significant impact on Steam HJG Carwash User Satisfaction.

From these results, several suggestions can be given:

1. Research results show that sales have no impact on Steam HJG Carwash user satisfaction, and service quality has an impact on Steam HJG Carwash user satisfaction. In this way, an evaluation must be carried out regarding the sales scheme and expanding the target market.
2. For HJG Carwash, to pay more attention to the sales scheme which is then carried out in efforts to introduce the services offered to the public, relationships through the community and consumers, and sales schemes which are interactive and continually improve the quality of services provided to Steam HJG Carwash clients.
3. For future researchers, it is important to carry out further research on sales schemes and service quality to satisfy Steam HJG Carwash users. This is because, in this research, these

two variables could only explain 29.5% of the variation in client satisfaction. This research has not included other variables which might impact and improve the results of this research.

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