

Product Innovation, Service Quality, and Facilities in Shaping Consumer Satisfaction at Vespart Lampung

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(Submit: 10th July 2025, Revised: 14th July 2025, Accepted: 10th August 2025)

ABSTRACT

Through its production, customisation, and service sectors, the automobile industry has grown significantly in recent decades and established itself as a major contributor to the national economy. The purpose of this study is to investigate how customer satisfaction- at Vespart Lampung, a Vespa modification workshop operating in a niche market, is influenced by product innovation, service quality, and facilities. A quantitative research method was employed to test predetermined assumptions on a specific population. The population includes all customers who have used of Vespart Lampung's services, although the exact number remains unknown. As a result, incidental sampling, where samples were taken from people who happened to be available at the time of data collection, was the sampling strategy employed. Fifty people participated in the study. A Likert scale was used to gauge respondents' impressions in an online survey administered using Google Forms. Multiple linear regression analysis was performed on the data using SPSS version 25. The coefficient of determination (R²), partial t-tests, simultaneous F-tests, validity and reliability tests, and classical assumption testing were among the other statistical investigations. The findings demonstrate that, both separately and in combination, facilities, service quality, and product innovation all significantly and favorably impact consumer happiness. These findings contribute to the development of service strategies in niche automotive businesses, particularly in improving customer experience and long-term competitiveness within the Vespa modification industry.

Keywords: Product Innovation; Service Quality; Facilities; Consumer Satisfaction

1. INTRODUCTION

Customer satisfaction with Vespa modification services has become a central concern in enhancing workshop competitiveness in the era of retro-modern trends. In recent years, Indonesia has experienced rapid growth in the automotive industry, particularly in vehicle production, after-sales services, and the modification and replacement of spare parts. One prominent trend is the increasing public interest in two-wheeled vehicles, especially Vespa, not only as a means of transportation but also as a lifestyle choice (Nugroho & Hanny, 2024). This phenomenon is driven by the resurgence of retro and classic styles that are once again favored by young people and automotive enthusiasts. As a result, significant business opportunities have emerged in the field of Vespa modification workshops and the sale of specialized spare parts. Many Vespa owners use their vehicles not merely for mobility, but as a form of identity and personal hobby. Consequently, the demand for both original and custom parts continues to rise, in line with the growing number of Vespa communities and loyal users across

various regions, including Lampung. This demand creates business potential in the areas of spare part provision, specialized Vespa workshops, and modification services tailored to customer needs and preferences (Khoirunnisah & Wahyuni, 2022).

In Bandar Lampung City itself, the trend of modification, especially Vespa, has increased significantly. This is inseparable from the emergence of Vespa lover communities that are active in various social and automotive activities. According to an initial observation conducted by the researchers in March 2024, Vespart Lampung receives up to 15 modification orders per month. However, approximately 30% of customers have expressed dissatisfaction regarding completion delays and limited innovation updates. This opportunity is utilized by various modification workshops, one of which is Vespart Lampung, which offers Vespa modification services with a creative and innovative approach according to market tastes. Vespart Lampung not only fulfills technical aspects but also provides a platform for consumers to express their identity by modifying their Vespa vehicles. As a workshop engaged in the service sector, Vespart Lampung must understand that success in the modification business does not solely depend on the quality of the final result, but also on competence in understanding market trends, providing professional services, and creating a positive experience for consumers.

In running a business, customer satisfaction reflects the success of a business in meeting the expectations and needs of its consumers. In an effort to increase customer satisfaction, factors that directly shape consumers' views on the services and products provided are product innovation, service quality, and facilities. According to (Ernawati & Kurniati, 2020), product innovation is creating new ideas that meet a demand in the competitive market, namely presenting quality products that differ from those of competitors. In this context, although Vespart Lampung is known as one of the Vespa modification workshops, there is still a lack of maximum modification results in its implementation. Vespart Lampung has not routinely released the latest modification designs or models that follow market trends and consumer tastes. Modification ideas cannot be executed optimally due to limited production tools or technology. This causes some innovations in their implementation not to run optimally. Therefore, an evaluation of the innovation strategy used is necessary to strengthen competitiveness, develop the market, and increase customer satisfaction.

Customer satisfaction is strongly connected to the quality of service. Service quality refers to the fulfillment of consumer expectations and hopes (Prihastuti & Daud, 2019). Depending on the product, each customer has unique wants and expectations, as well as service, and industry concerns. Therefore, as a business actor, it is essential to consider this when designing a strategic marketing plan and increasing customer satisfaction (Daud et al., 2025). In practice, Vespart Lampung still faces several obstacles with regard to service quality, especially in terms of the completion time of modification work, namely the lack of mechanics or technicians who actively work in the workshop. The limited technical workforce causes a pile-up of work and delays in the vehicle modification process, so that customers have to wait longer than the promised time. Consumers who had previously hoped for fast and efficient work times became disappointed when the work took longer than the initial estimate. Delays in work due to a lack of mechanics can lead to consumer complaints, negative reviews, and a decline in the workshop's professional image. Therefore, it is better to recruit additional workers, train technicians, and manage time and work schedules more efficiently.

Facilities are also an important part of supporting customer satisfaction.

Facilities mean providing the necessary physical equipment to help consumers in carrying out activities, so that needs can be met optimally (Srijani & Hidayat, 2018). However, Vespart Lampung itself has a relatively small and narrow place. The limited workshop area makes the technician's workspace and the consumer waiting area become one or close together. Additionally, the lack of air conditioning or poor air circulation in the waiting room or workshop area can cause discomfort, especially when consumers have to wait too long. This condition has the potential to create a negative experience and reduce customer satisfaction.

Several previous studies have reported different findings regarding the variables studied. For instance, (Ajijah et al., 2023) found that service quality did not significantly affect customer satisfaction in local government automotive units, while (Hasna & Indayani, 2023) emphasized the strong influence of product innovation and facilities. Unlike previous studies which focused on general service centers, this research targets the Vespa niche market, which has its own cultural values, community influences, and consumer expectations. Therefore, this research is expected to offer a more focused and contextual insight.

Despite the increasing demand and strategic business opportunities, academic research specifically examining customer satisfaction in Vespa modification workshops remains limited. Most previous studies focus on general automotive services and lack attention to niche businesses such as Vespa customization. This gap indicates a need for further investigation that focuses on the unique characteristics and service dimensions of Vespa workshops, such as Vespart Lampung.

Thus, this study is to investigate the partial and simultaneous effects of facilities, service quality, and product innovation on customer satisfaction at Vespart Lampung. This research is expected to provide insights for Vespa modification workshops to develop more competitive, consumer-oriented, and sustainable service strategies.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Product Innovation

Product innovation is the result of various processes that are combined and influence each other. By carrying out product innovation, it is hoped that it can improve consumer purchasing decisions. Innovation is closely related to the other benefits of the product (Hasbullah & Muchtar, 2022). Product innovation is a way of applying new products and ideas to solve problems and identify opportunities to improve business performance (Anderson et al., 2021). An innovative product is a combination of several processes that interact continuously, where innovation goes beyond just new ideas, discoveries, or emerging markets. Instead, it represents the entirety of those processes (Ani, 2020). Product innovation includes new products created by companies to update previous ones through brand modification and development (Widjaja & Wildan, 2023). According to (Hamzah & Ariesta, 2022) the indicators of product innovation include:

1. Invention, which includes the creation of products, services, or methods that are truly innovative and have never existed before.
2. Development, which involves new applications or different uses of existing products, services, or processes.
3. Duplication, refers to the creative imitation of an existing concept with added innovation to enhance its competitiveness.
4. Synthesis, which is the combination of various existing concepts and elements into a new formula or idea.

Service Quality

Service quality refers to the fulfillment of consumer desires and needs, measured by how well performance aligns with customer expectations (Solikhah et al., 2014). All auxiliary components that system developers offer customers, such as assurances of security, comfort, empathy, and timeliness in fulfilling client expectations, are included in service quality (Amarin & Wijaksana, 2021). It gauges how well a service satisfies the needs and preferences of the client (Yuliana & Maskur, 2022). A metric used to determine if an item or service provides the intended utility value is called service quality. In other words, if a product or service works as intended utility value, it is perceived to be of high quality (Ardista, 2021). The following are examples of service quality indicators, according to (Silaningsih & Yuningsih, 2021):

1. **Reliability:** The ability of the business to provide promised services with a high degree of accuracy, consistency, and timeliness.
2. **Responsiveness:** The willingness and readiness of staff to assist and support customer needs promptly and effectively.
3. **Assurance:** comprises staff members' knowledge, skill, courtesy, and capacity to inspire confidence and trust in clients.
4. **Empathy:** Individualized attention and a deep understanding of the needs and feelings of customers.
5. **Tangibles:** Physical components that clients may see and feel, such as buildings, furnishings, personnel look, and promotional materials.

Facilities

Facilities include various equipment and operational support tools prepared by the company to ensure optimal service so that consumers experience comfort and satisfaction (Fadillah & Intisari Haryanti, 2021). Facilities are physical elements that serve as prerequisites before a service is provided, including the interior and exterior design and cleanliness conditions, as these factors greatly influence customer perception (Rahmat Fajrin et al., 2021). Facilities are defined as tools designed to support the smooth operation of work and to provide ease for users in achieving specific goals (Larasati et al., 2022). Facilities are everything that is used, worn, or occupied by employees, both in relation to the work environment and for the smooth operation of work (Alhayra et al., 2022). According to (Maulidiah et al., 2023), the indicators of facilities include:

1. **Condition of Facilities:** Refers to the physical and operational state of the available infrastructure and equipment.
2. **Completeness of Facilities:** Refers to the availability of all necessary elements that support user activities.
3. **Interior Design:** The process of planning and organizing the interior space of a building to create a comfortable, functional, and aesthetically pleasing environment.
4. **Exterior Design:** Involves the design of the building's outer appearance, including its shape, color, materials, and landscaping elements.

Consumer Satisfaction

Customer satisfaction refers to the emotional measurement that customers feel toward a service or product, evaluated by comparing their actual experience with expectations that align with their needs (Bali, 2022). It is a measure of how customers perceive the value of a product, based on what they have received and sacrificed in order to fulfill their needs (Asti & Ayuningtyas, 2020). Satisfaction is an emotional response that arises after evaluating product performance compared to expectations, performance

that falls short may lead to disappointment, while performance that exceeds expectations can generate a deep sense of satisfaction (Palelu et al., 2022). Quality assurance is a major concern for any organization as a way to get a competitive edge since the quality of the goods and services that customers desire impacts their degree of satisfaction. Service quality is crucial for service firms from the client's perspective. Consumers assess services based on both the outcomes and the manner in which they are provided (Monica & Marlius, 2023). The following are some measures of customer satisfaction, according (Kasinem, 2020):

1. **Expectation Match:** The degree to which the customer's experience aligns with their expectations before using the product or service.
2. **Revisit Intention:** The customer's desire to continue using the product or service in the future.
3. **Willingness to Recommend:** The extent to which customers are willing to suggest the product or service to others openly.

Customer Satisfaction Theory

Oliver's Customer Satisfaction Theory (Oliver, 1980), which compares expectations with actual performance, provides the foundation for this study. It emphasizes that customer satisfaction is a psychological reaction to an encounter with a product or service. A consumer is likely to be satisfied when the perceived performance of a service matches or surpasses their previous expectations; on the other hand, dissatisfaction occurs when expectations are not reached, according to Oliver. This theory provides a foundational lens to understand how library users evaluate the quality of audiovisual services in a public institution. In the context of this study, the theory helps to assess how well the services align with user expectations, shaping their overall satisfaction and continued engagement.

SERVQUAL Model

The SERVQUAL model, which was created by (Parasuraman et al., 1985) and evaluates service quality along five main dimensions tangibles, assurance, responsiveness, empathy, and reliability is also a source of inspiration for this work. This model highlights the discrepancy between what customers believe they received and what they expected. These factors provide a systematic way to assess how well service delivery satisfies user demands in the context of library services, particularly those pertaining to digital or audiovisual items. By applying SERVQUAL, the study can identify specific service attributes that require improvement, ensuring that the library's offerings are perceived as high quality, accessible, and user-focused.

Product innovation, service quality, and facilities are classified as independent variables, while consumer satisfaction is the dependent variable. The following conceptual framework illustrates the relationships between these variables:

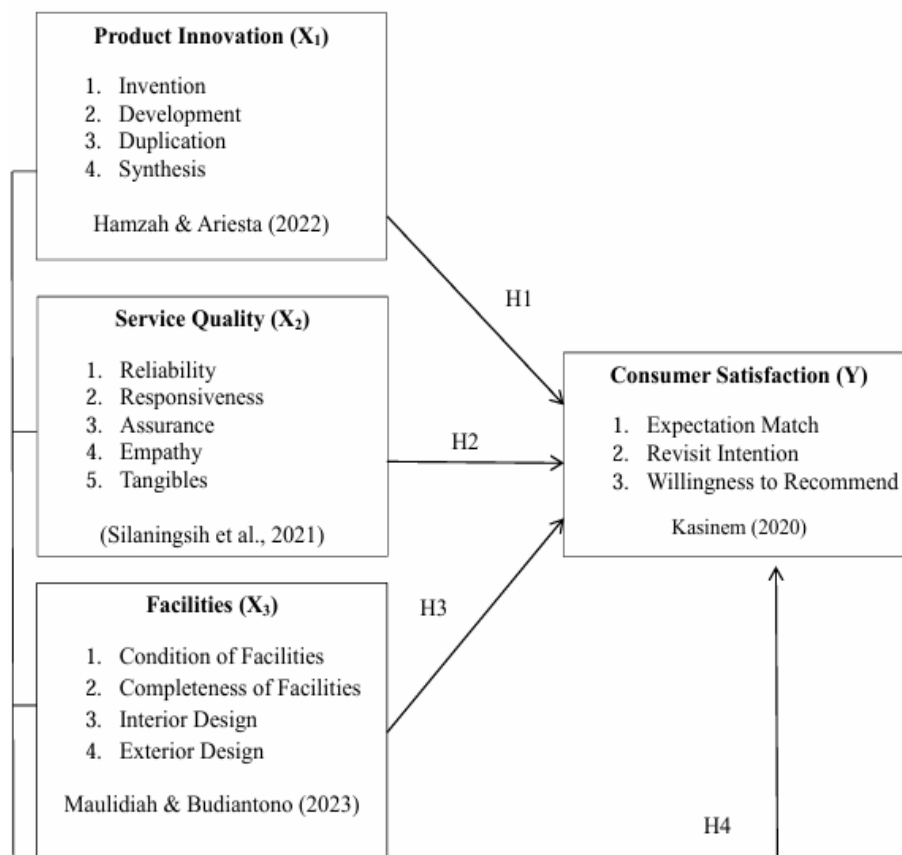


Figure 1: Conceptual Framework
Source: processed by Author (2025)

The Influence of Product Innovation on Consumer Satisfaction

Product innovation is not limited to the generation of new ideas but encompasses the entire process of introducing novel products that meet evolving market demands (Tidd & Bessant, 2018). According to (Kotler & Keller, 2021), innovation plays a strategic role in creating superior customer value and differentiation. (Ani, 2020) Defines product innovation as a set of interconnected processes that go beyond discoveries and represent the entire implementation cycle. (Almira & Sutanto, 2018) Found that product innovation has a statistically significant and positive effect on consumer satisfaction.

H₁: There is a significant influence of product innovation on consumer satisfaction at Vespart Lampung

The Influence of Service Quality on Consumer Satisfaction

The degree to which a service fulfills the expectations of the client is referred to as service quality (Parasuraman et al., 1985). Customer loyalty and satisfaction are fostered by high-quality services. According to (Solikhah et al., 2014), meeting consumer expectations raises satisfaction levels. (Amarin & Wijaksana, 2021) Provided evidence to support this claim, confirming that customer happiness is favorably and considerably impacted by service quality.

H₂: There is a significant influence of service quality on consumer satisfaction at Vespart Lampung

The Influence of Facilities on Consumer Satisfaction

Facilities refer to the physical elements provided by a business to ensure comfort and convenience for customers in accessing its services (Bitner, 1992). They form part of the tangible dimension in the SERVQUAL framework. (Larasati et al., 2022) Define facilities as supportive tools that help consumers efficiently fulfill their needs. (Srijani & Hidayat, 2018) Found that adequate facilities positively affect customer satisfaction in the service industry.

H₃: There is a significant influence of facilities on consumer satisfaction at Vespart Lampung

The Simultaneous Influence of Product Innovation, Service Quality, and Facilities on Consumer Satisfaction

Consumer satisfaction is not determined by a single factor but is a cumulative result of various elements, including innovation, service performance, and supporting facilities (Kotler & Keller, 2021; Oliver, 1980). The synergy of these factors encourages repeat behavior and loyalty among customers (Syamhari, 2023). This is supported by (Alwi & Mulyono, 2023), who demonstrated that product innovation, service quality, and facilities all contribute significantly to customer satisfaction simultaneously.

H₄: Product innovation, service quality, and facilities simultaneously have a significant influence on consumer satisfaction at Vespart Lampung

3. RESEARCH METHOD

This study employs a quantitative research method. According (Creswell & Creswell, 2023), quantitative research is conducted to test specific theories by measuring variables and analyzing the resulting numerical data through statistical procedures. The population in this study includes all consumers who have used modification services at Vespart Lampung, although the exact number of the population is unknown. A non-probability sampling technique, specifically accidental sampling, was employed. This method was chosen because it allows researchers to collect data efficiently from respondents who are available and meet the inclusion criteria during the distribution period. To ensure the validity of the responses, a screening question was included at the beginning of the questionnaire to verify that each respondent had previously used Vespart Lampung's services.

The sample was selected using an accidental sampling technique, where respondents were chosen based on their availability and willingness to participate during the distribution period. A total of 50 respondents were involved in the study. The questionnaire was distributed online via Google Forms, chosen for its practicality and ease of access. A 5-point Likert scale was used to assess participants' perceptions of product innovation, service quality, facilities, and customer satisfaction. Before conducting hypothesis testing, the data underwent several quality checks. Validity testing was carried out using item-total correlation, where items with a Pearson correlation coefficient above the r-table value (with $\alpha = 0.05$) were deemed valid. Reliability testing was conducted using Cronbach's Alpha, with a threshold of 0.60, indicating acceptable internal consistency.

To prepare the data for analysis, every response was exported from Google Forms and entered into SPSS version 23. Outliers and missing values were examined in the dataset. Listwise deletion was used to manage missing data, and standardized z-scores (threshold ± 3.0) were used to identify outliers, which were then further assessed

for plausibility before being included or eliminated. To evaluate the impact and explanatory power of the independent variables on customer satisfaction, the statistical analysis used multiple linear regression, the classical assumption tests (normality, multicollinearity, and heteroscedasticity), t-tests, F-tests, and the coefficient of determination (R^2).

4. RESULTS AND DISCUSSION

Validity Test

Table 1: Validity Test Results

Items	R_{count}				R_{table}	Result
	Product Innovation (X1)	Service Quality (X2)	Facilities (X3)	Consumer Satisfaction (Y)		
1	0,603	0,748	0,615	0,615	0,278	Valid
2	0,717	0,734	0,891	0,891		
3	0,709	0,728	0,628	0,628		
4	0,789	0,720	0,772	0,772		
5	0,650	0,642	0,714	0,714		
6	0,568	0,689	0,847	0,847		
7	0,864	0,668	0,773	0,773		
8	0,864	0,837	0,794	0,794		
9	0,608	0,793	0,633	0,633		
10	0,706	0,722	0,662	0,662		

Source: data processed (2025)

From the data in the above table, the r table is 0.278 with df (50-2) of 0.278. From the data processing results, r count > r table 0.278, This confirms the validity of each question item and is suitable for use in data collection.

Reliability Test

Table 2: Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Remarks
Product Innovation	0.890	> 0.60	Reliable
Service Quality	0.900	> 0.60	Reliable
Facilities	0.916	> 0.60	Reliable
Consumer Satisfaction	0.921	> 0.60	Reliable

Source: data processed (2025)

The outcomes of the reliability test explain that product innovation, service quality, facilities, and consumer satisfaction obtain Cronbach's Alpha exceeding 0.60. Thus, it is reliable and can be relied on in this study.

Descriptive Analysis

Table 3: Results of Descriptive Analysis

Inter- val	Product Innovation (X1)			Service Quality (X2)			Facility (X3)			Customer Satisfaction (Y)		
	F	%	Desc	F	%	Desc	F	%	Desc	F	%	Desc
10-17	0	0	STS	0	0	STS	0	0	STS	1	0	STS
18-25	1	2	TS	1	2	TS	1	2	TS	3	6	TS
26-33	5	10	N	4	8	N	6	12	N	3	6	N
34-41	14	28	STS	11	22	STS	7	14	STS	13	26	STS
42-50	30	60	SS	34	68	SS	36	72	SS	31	62	SS
Total	50	100		50	100		50	100		50	100	

Source: data processed (2025)

Based on the descriptive frequency findings above, out of 50 respondents, it can be concluded that 0 respondents or 0% stated product innovation was in the “strongly disagree” category, 1 respondent or 2% categorized it as “disagree”, 5 respondents or 10% categorized it as “neutral”, 14 respondents or 28% categorized it as “agree”, and 30 respondents or 60% categorized it as “strongly agree.” Therefore, it can be concluded that product innovation is categorized as very good.

Based on the descriptive frequency findings above, out of 50 respondents, it can be concluded that 0 respondents or 0% stated service quality was in the “strongly disagree” category, 1 respondent or 2% categorized it as “disagree”, 4 respondents or 8% categorized it as “neutral”, 11 respondents or 22% categorized it as “agree”, and 34 respondents or 68% categorized it as “strongly agree.” Therefore, it can be concluded that service quality is categorized as very good.

Based on the descriptive frequency findings above, out of 50 respondents, it can be concluded that 0 respondents or 0% stated facilities were in the “strongly disagree” category, 1 respondent or 2% categorized them as “disagree”, 6 respondents or 12% categorized them as “neutral”, 7 respondents or 14% categorized them as “agree”, and 36 respondents or 72% categorized them as “strongly agree.” Therefore, it can be concluded that facilities are categorized as very good.

Based on the descriptive frequency findings above, out of 50 respondents, it can be concluded that 0 respondents or 0% stated consumer satisfaction was in the “strongly disagree” category, 3 respondents or 6% categorized it as “disagree”, 3 respondents or 6% categorized it as “neutral”, 13 respondents or 26% categorized it as “agree”, and 31 respondents or 62% categorized it as “strongly agree.” Therefore, it can be concluded that consumer satisfaction is categorized as good.

Multiple Linear Regression Analysis

Table 4: Results of Multiple Linear Regression Analysis

Variable	B Coefficient	Std. Error	Beta
Constant	3.180	2.074	—
Product Innovation (X ₁)	0.511	0.100	0.475
Service Quality (X ₂)	0.342	0.123	0.313
Facilities (X ₃)	0.213	0.105	0.210

Source: data processed (2025)

As shown in Table 4 above, the resulting regression model aims to determine the influence of the independent variables, namely product innovation (X1), service quality (X2), and facilities (X3), on consumer satisfaction (Y) and results in the equation below.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 3.180 + 0.511X_1 + 0.342X_2 + 0.213X_3$$

Interperception:

- The constant value of 3.180 indicates that when all independent variables (product innovation, service quality, and facilities) are equal to zero, the baseline consumer satisfaction remains at a score of 3.180.
- The product innovation coefficient of 0.511 means that for every 1-unit increase in product innovation, consumer satisfaction increases by 0.511 units, assuming other variables are held constant. This variable has the strongest influence on consumer satisfaction among the three predictors.
- The service quality coefficient of 0.342 indicates that a 1-unit increase in service quality will lead to a 0.342-unit increase in consumer satisfaction, assuming other factors remain unchanged.
- The facilities coefficient of 0.213 suggests that improving facilities by one unit will result in a 0.213-unit increase in consumer satisfaction, with all other variables held constant.
- All three independent variables product innovation, service quality, and facilities have a positive impact on consumer satisfaction. Among them, product innovation emerges as the most influential factor, indicating that innovative features and products improvements are highly valued by consumers. This is followed by service quality and facilities, which also play significant roles in shaping consumer perceptions and experiences. These findings suggest that, in order to enhance consumer satisfaction effectively, companies such as Vespert Lampung should focus on strengthening their product innovation strategies while simultaneously ensuring high standards in service delivery and physical facilities. A balanced and consistent effort across these three areas will help improve customer experiences and foster long-term loyalty.

Partial Test (t-test)

Table 5: t-test Results

Variable	t-value	t-table (df = 49)	Sig. (p-value)	Remarks
Product Innovation (X ₁)	5.136	2.012	0.000	H ₁ accepted (Significant)
Service Quality (X ₂)	2.773	2.012	0.008	H ₂ accepted (Significant)
Facilities (X ₃)	2.022	2.012	0.049	H ₃ accepted (Significant)

Source: data processed (2025)

Based on the t-test results presented in Table 5, all three independent variables product innovation, service quality, and facilities have a statistically significant effect on consumer satisfaction, with each hypothesis being supported. First, Hypothesis 1 (H₁), which proposes that product innovation influences consumer satisfaction, is accepted. This is supported by a t-value of 5.136, which is greater than the t-table value

of 2.012, and a p-value of 0.000, which is below the 0.05 significance level. This indicates a strong and positive influence of product innovation on consumer satisfaction. Second, Hypothesis 2 (H₂), suggesting that service quality affects consumer satisfaction, is also accepted with a t-value of 2.773 and a p-value of 0.008, confirming a significant positive effect. Lastly, Hypothesis 3 (H₃), which tests the effect of facilities on consumer satisfaction, is likewise accepted. The variable shows a t-value of 2.022, just above the critical value of 2.012, with a p-value of 0.049, indicating a statistically significant but relatively weaker positive effect. These findings confirm that all three variables contribute positively to consumer satisfaction, with product innovation having the strongest influence, followed by service quality and facilities.

Simultaneous Test (F test)

Table 6: F Test Results

Test	F-value	F-table (df = 3;46)	Sig. (p-value)	Remarks
ANOVA	167.444	2.80	0.000	H ₀ rejected (Significant)

Source: data processed (2025)

Based on the data in Table 6, the F-test result shows an F-value of 167.444, which is greater than the F-table value of 2.80 at a significance level of 0.05 with degrees of freedom (df = 3;46). In addition, the p-value of 0.000 is below the threshold of 0.05. These results indicate that the independent variables product innovation (X₁), service quality (X₂), and facilities (X₃) jointly have a significant influence on the dependent variable, consumer satisfaction (Y). Therefore, the null hypothesis (H₀) is rejected, and the alternative hypothesis (H₄) is accepted. This means that the three variables together significantly contribute to explaining the variation in consumer satisfaction, highlighting the importance of addressing all three aspects in an integrated manner to improve overall customer experience.

Coefficient of Determination

Table 7: Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.957	0.916	0.911	2.110

Source: data processed (2025)

Table 7 shows that the coefficient of determination (R Square) is 0.916, which means that 91.6% of the variation in consumer satisfaction can be explained by the three independent variables: product innovation, service quality, and facilities. The remaining 8.4% of the variation is influenced by other factors not included in the regression model. Additionally, the Adjusted R Square value of 0.911 indicates that the model remains strong and reliable even after adjusting for the number of predictors. The standard error of the estimate is 2.110, suggesting that the model's prediction errors are relatively small. These results imply that the regression model has high explanatory power in predicting consumer satisfaction based on the three variables.

Discussions

1. The Influence of Product Innovation on Consumer Satisfaction

The positive product innovation variable is 0.511 and the calculated t value (5.136) > t table (2.012) and the sig value is 0.000 < 0.05. Product innovation partially affects consumer satisfaction so that H1 is accepted. Product innovation at Vespart Lampung covers various aspects, including improving the design of Vespa motorbikes to be more modern and attractive, improving vehicle performance, and adding comfort features such as security systems, fuel efficiency, and ease of maintenance. Innovation contributes to increasing product usability while building a positive reputation in the eyes of customers. In line with the research findings (Efanny Fillayata, 2020) which explain that product innovation affects Consumer Satisfaction at Road Café Steak & Pasta Bandung.

2. The Influence of Service Quality on Consumer Satisfaction

The positive service quality variable is 0.342 and the calculated t value (2.773) > t table (2.012) and the sig value is 0.008 < 0.05. Service quality partially affects consumer satisfaction so that H2 is accepted. Service quality refers to the speed of service, the friendliness and professionalism of staff, the ease of the service ordering process, responsiveness to complaints, and timeliness of service. At Vespart Lampung, these aspects are an important part of consumer interaction with services, both when using Vespa transportation services and when accessing other supporting services. Consumers tend to be satisfied if they get responsive, consistent, and desired services. In line with the research findings (Lesmana, 2019), which explain that service quality affects customer satisfaction at Noach Cafe and Bistro.

3. The Influence of Facilities on Consumer Satisfaction

The facility variable is positive with a value of 0.213 and the calculated t value (2.022) > t table (2.012) and a sig value of 0.049 < 0.05. Facilities partially affect consumer satisfaction so that H3 is accepted. As a provider of transportation and automotive services based on Vespa vehicles, good facilities are not only a complement but also part of the added value that differentiates them from competitors. Consumers feel more appreciated and believe they are using quality and trusted services. This strategy not only boosts current customer satisfaction but also helps shape a positive image and ongoing loyalty in the competitive transportation market. In line with the research findings (Maryati & Husda, 2020) which explains that facilities affect customer satisfaction at hotels in Batam City.

4. The Influence of Product Innovation, Service Quality, and Facilities on Consumer Satisfaction

Product Innovation, Service Quality, and Facilities have a calculated F-value (167.444) > F-table (2.80) and a sig value of 0.000 < 0.05, simultaneously influencing consumer satisfaction so that H4 is accepted. These three aspects are integrated and complement each other to form a solid unit to create a comprehensive consumer experience. Thus, Vespart Lampung needs to maintain consistency and synergy in managing these three aspects in order to provide optimal, relevant, and competitive services amidst the ever-growing competition in the transportation and automotive industries. In line with the research findings (Esha, 2022) which explain that product innovation, facilities, and service quality simultaneously influence customer satisfaction at Roti Bakar 88 Kutabumi Tangerang.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATION OF THE RESEARCH

Conclusions

Product Innovation has a significant and positive influence on consumer satisfaction. Innovative design and functional updates contribute to a better consumer experience and perceived value. Service Quality significantly affects consumer satisfaction, showing the importance of responsiveness, professionalism, and customer support in service-based businesses. Facilities also have a significant positive effect on consumer satisfaction. Clean, comfortable, and well-equipped spaces improve customer impressions and loyalty.

Theoretical Implications

This study supports the Customer Satisfaction Theory (Oliver, 1980), where satisfaction is a result of consumer expectations being fulfilled or exceeded. The findings also align with the SERVQUAL model (Parasuraman et al., 1988), highlighting the role of service quality dimensions (reliability, responsiveness, and tangibles) in shaping satisfaction.

Practical Implications

Vespart Lampung and similar workshops should prioritize continuous product innovation to align with evolving customer tastes in the niche Vespa market. Improving service delivery, including response time and technician professionalism, will increase perceived service quality. Enhancing facilities, such as waiting areas and workshop cleanliness, can improve the overall customer experience and satisfaction.

Suggestions for Future Research

Future research can expand the sample size and include multiple Vespa workshops to increase generalizability. Researchers may explore additional variables such as digital service features, pricing, or emotional value to understand satisfaction drivers better. Employing qualitative methods (e.g., in-depth interviews) may enrich insights regarding customer preferences and experience.

Limitations

The study was limited to one workshop (Vespart Lampung), which may restrict the generalizability of the findings. The use of accidental sampling may introduce bias, as it does not represent all demographic segments equally. The data was self-reported via online surveys, which may involve subjective interpretation or response bias.

6. REFERENCES

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