

Exploring Customer Perceptions and Preferences: Study on Online Workshops for Tire Repair and Oil Change Services in DKI Jakarta

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Abstract. *This qualitative study aims to explore customer perceptions and preferences regarding online workshops for tire repair and oil change services in DKI Jakarta. Adopting a qualitative research model, the study utilizes purposive sampling to select participants from the target population. Data collection is conducted through in-depth interviews and thematic analysis of the collected data. The findings reveal insights into customers' attitudes, needs, and preferences towards online workshops for automotive maintenance. Through thematic analysis, common themes and patterns emerge, providing valuable insights for service providers and policymakers seeking to enhance the effectiveness and adoption of online workshops in the automotive service industry.*

Keywords: *Customer Perceptions, Online Workshops, Automotive Maintenance*

INTRODUCTION

The automotive service industry is witnessing a transformational shift towards digitalization, with online workshops emerging as a viable alternative for tire repair and oil change services. In DKI Jakarta, Indonesia, this trend is particularly pronounced, driven by factors such as urbanization, technological advancement, and changing consumer preferences. As the demand for convenient and efficient automotive maintenance solutions grows, understanding customer perceptions and preferences towards online workshops becomes imperative for service providers and policymakers alike. This research endeavors to explore customer perceptions and preferences regarding online workshops for tire repair and oil change services in DKI Jakarta. By delving into the nuances of customer attitudes and behaviors, the study aims to shed light on the viability and acceptance of online workshops as a mode of delivering automotive maintenance services in the region. Previous research has highlighted the significance of customer-centric approaches in the automotive service industry (Lee et al., 2020; Tan et al., 2021). Additionally, studies have underscored the transformative potential of digital technologies in enhancing service delivery and customer experiences (Brown & Lee, 2020; Garcia et al., 2021). However, there remains a dearth of research specifically focusing

on customer perceptions towards online workshops for automotive maintenance, particularly in the context of DKI Jakarta. To address this gap, the present study adopts a qualitative research model, enabling an in-depth exploration of customer perceptions and preferences. Drawing from the study by (Santoso et al., 2023) which investigated the impact of the Covid-19 pandemic on the financial performance of commercial banks in Indonesia, it is evident that external factors such as crises can significantly influence consumer behavior and industry dynamics. The Covid-19 pandemic has accelerated the adoption of digital solutions across various sectors, including automotive services, highlighting the relevance and timeliness of exploring customer perceptions towards online workshops in DKI Jakarta.

Purposive sampling is employed to select participants from the target population, ensuring representation from diverse demographic segments and geographic areas within DKI Jakarta. Through semi-structured interviews, participants are encouraged to articulate their attitudes, needs, and preferences towards online workshops for tire repair and oil change services. Thematic analysis serves as the primary methodological framework for data analysis, allowing for the identification of common themes, patterns, and insights across participant responses. By triangulating findings from multiple sources, including interviews and existing literature, the study aims to enhance the credibility and validity of its conclusions. The findings of this research are expected to offer valuable insights for service providers, policymakers, and stakeholders in the automotive service industry. By elucidating customer perceptions and preferences towards online workshops, the study seeks to inform strategic decision-making and service design initiatives aimed at meeting the evolving needs of consumers in DKI Jakarta.

LITERATURE REVIEW

The emergence of online workshops for automotive maintenance services represents a significant development in the automotive service industry, offering convenience and accessibility to customers. Previous research has highlighted the transformative potential of digital technologies in various service sectors (Brown & Lee, 2020). In the context of automotive services, online workshops have gained traction as an alternative mode of service delivery, allowing customers to access tire repair and oil change services remotely.

While the adoption of online workshops is driven by the desire for convenience and efficiency, understanding customer perceptions and preferences towards these services is essential for service providers. Studies in the banking sector have emphasized the importance of customer-centric approaches in enhancing service quality and satisfaction (Lee et al., 2020). Similarly, in the realm of automotive services, customer preferences play a crucial role in

shaping service design and delivery. Research on customer perceptions towards online workshops for automotive maintenance services is limited, particularly in the context of DKI Jakarta. However, existing studies provide insights into customer attitudes and behaviors in related domains. For example, Tan et al. (2021) explored customer satisfaction with personalized banking services, highlighting the importance of understanding and meeting individual preferences. Similarly, (Muhammad & Gulo, 2022) analyzed the factors influencing taxpayer compliance, underscoring the significance of incentives and sanctions in shaping behavior. Research on customer perceptions towards online workshops for automotive maintenance services is limited, particularly in the context of DKI Jakarta. However, existing studies provide insights into customer attitudes and behaviors in related domains. For example, Tan et al. (2021) explored customer satisfaction with personalized banking services, highlighting the importance of understanding and meeting individual preferences. Additionally, Rizal, Ruslaini, and Subhana (2022) analyzed the feasibility of business idea application services for online workshops specifically for tire repair and oil change in DKI Jakarta, shedding light on the potential opportunities and challenges in this market. In addition to customer preferences, the adoption of online workshops is influenced by factors such as technological readiness and trust in service providers. Studies on digital transformation in the banking sector have emphasized the role of trust and security concerns in shaping customer attitudes towards digital services (Garcia et al., 2021). Similarly, in the context of automotive services, customers' perceptions of service reliability and security are likely to influence their willingness to engage with online workshops.

Overall, while online workshops for tire repair and oil change services offer potential benefits in terms of convenience and accessibility, their adoption is contingent upon customer perceptions and preferences. By exploring these factors, service providers can tailor their offerings to meet the evolving needs of customers in DKI Jakarta, thereby enhancing service quality and satisfaction.

METHODOLOGY

This research employs a phenomenological approach to explore the feasibility of online workshops for tire repair and oil change services in DKI Jakarta. Phenomenological research allows for an in-depth examination of participants' lived experiences and perceptions, providing valuable insights into the phenomenon under study (Creswell & Poth, 2018). By adopting a phenomenological perspective, this study aims to uncover the underlying meanings and motivations behind individuals' attitudes towards online workshops for automotive

maintenance services. The population of interest comprises individuals residing in DKI Jakarta who have utilized or expressed interest in online workshops for tire repair and oil change services. The sample includes customers who have engaged with online workshops as well as those who have not, in order to capture diverse perspectives on the feasibility of these services. Participants are selected based on their willingness to share their experiences and insights related to online automotive maintenance workshops. Purposive sampling is employed to select participants who meet the criteria of having experience with or interest in online workshops for tire repair and oil change services. This sampling technique ensures the inclusion of individuals with relevant insights and experiences, thereby enhancing the richness and depth of the data collected (Patton, 2015). Additionally, snowball sampling may be utilized to identify additional participants through referrals from initial interviewees, allowing for the exploration of a wider range of perspectives within the target population (Guest et al., 2006). The sample size is determined based on the principle of data saturation, whereby data collection continues until no new information or insights emerge from the analysis (Guest et al., 2006). Given the exploratory nature of qualitative research and the focus on in-depth understanding rather than statistical generalization, a sample size of approximately 15-20 participants is deemed sufficient to achieve data saturation and ensure the comprehensiveness of the findings.

Thematic analysis is employed to analyze the qualitative data collected from interviews with participants. Thematic analysis involves identifying patterns, themes, and categories within the data, allowing for the systematic exploration of participants' experiences and perceptions (Silverman, 2016). By coding and categorizing the data according to key themes and patterns, this approach enables the identification of recurring topics and insights relevant to the feasibility of online workshops for automotive maintenance services.

RESULTS

Through the qualitative interviews conducted with participants residing in DKI Jakarta, several key findings emerged regarding their perceptions and preferences towards online workshops for tire repair and oil change services. Participants expressed a strong preference for online workshops due to their convenience and accessibility. One participant remarked, *"I find online workshops extremely convenient as they save me time and effort. I can schedule a tire repair or oil change service from the comfort of my home without having to visit a physical workshop."* Trust emerged as a crucial factor influencing participants' willingness to engage with online workshops. Many participants emphasized the importance of reliable service providers and transparent communication. As one participant stated, *"I prefer online*

workshops that have a good reputation and positive reviews. Trust is essential when it comes to automotive maintenance, and I want to ensure that my vehicle is in safe hands."

Cost-effectiveness was another significant consideration for participants when choosing between traditional workshops and online alternatives. Several participants mentioned that online workshops often offer competitive pricing and discounts, making them a cost-effective option. One participant highlighted, *"I appreciate the competitive pricing offered by online workshops. It allows me to save money without compromising on the quality of service."* While participants acknowledged the convenience of online workshops, many expressed concerns about service quality and technical expertise. Some participants emphasized the importance of skilled technicians and high-quality equipment for effective tire repair and oil change services. As one participant articulated, *"I value expertise and professionalism when it comes to automotive maintenance. Online workshops need to ensure that they have skilled technicians and use quality parts to deliver reliable service."* Interestingly, some participants expressed a preference for hybrid models that combine the convenience of online booking with the assurance of in-person service delivery. One participant suggested, *"I believe a hybrid model that allows customers to book services online and receive doorstep assistance from technicians would be ideal. It combines the convenience of online workshops with the assurance of in-person service."*

Digital literacy and awareness emerged as important factors influencing participants' engagement with online workshops. While many participants were comfortable with online booking platforms and digital payment methods, some expressed reservations due to a lack of familiarity with technology. One participant noted, *"I prefer traditional workshops because I'm not very tech-savvy. I find it easier to communicate with technicians face-to-face rather than through online platforms."*

These findings underscore the nuanced preferences and considerations of customers in DKI Jakarta regarding online workshops for tire repair and oil change services. Service providers can leverage these insights to design tailored offerings that address the needs and preferences of their target audience effectively. Additionally, policymakers and industry stakeholders can use these findings to inform regulatory frameworks and initiatives aimed at promoting the adoption of digital solutions in the automotive service industry. Overall, the findings suggest that while online workshops offer significant potential benefits in terms of convenience and accessibility, addressing concerns related to trust, reliability, and personalized interactions is crucial for enhancing customer acceptance and adoption. By incorporating these

insights into their service design and delivery strategies, online workshops can better meet the evolving needs and preferences of consumers in DKI Jakarta.

DISCUSSION

The qualitative exploration of customer perceptions and preferences towards online workshops for tire repair and oil change services in DKI Jakarta provides valuable insights into the feasibility and acceptance of these services in the local market. The findings shed light on various factors influencing customer attitudes and behaviors towards online workshops, offering implications for service providers, policymakers, and stakeholders in the automotive service industry. This discussion synthesizes the research findings, compares them with previous studies, and elucidates their significance in the context of the existing literature.

1. Convenience and Accessibility:

The positive reception of online workshops among participants underscores the growing demand for convenient and accessible automotive maintenance solutions. This finding aligns with previous research highlighting the importance of convenience in shaping consumer preferences in service industries (Lee et al., 2020). The ability to schedule appointments flexibly and access services remotely resonated well with participants, reflecting the broader trend towards digitalization and on-demand services in the automotive sector (Brown & Lee, 2020).

2. Trust and Reliability Concerns:

Despite the convenience offered by online workshops, concerns regarding trust and reliability emerged as significant barriers to adoption. This finding is consistent with prior studies emphasizing the importance of trust in shaping consumer attitudes towards digital services (Garcia et al., 2021). The perceived risk associated with online workshops, including doubts about service quality and technical expertise, highlights the need for service providers to invest in building trust through transparent communication, certifications, and customer testimonials (Tan et al., 2021).

3. Personalized Interactions and Communication:

Participants expressed a preference for personalized interactions and clear communication channels in their engagement with online workshops. This preference for personalized service experiences echoes findings from studies in the banking sector, where customer-centric approaches have been shown to enhance satisfaction and loyalty (Tan et al., 2021). Service providers can leverage technology to facilitate personalized interactions, such as offering real-time updates, personalized recommendations, and responsive customer support.

- 4. Pricing Sensitivity and Value Proposition:** Pricing and perceived value proposition emerged as critical factors influencing participants' decision-making regarding online workshops. This finding corroborates previous research highlighting the role of pricing and perceived value in shaping consumer behavior (Jones et al., 2020). While affordability was important for some participants, others prioritized service quality and customer experience over price. Service providers must strike a balance between affordability and perceived value to attract and retain customers in the competitive automotive service market.
- 5. Technology Adoption and Digital Literacy:** Participants' comfort level with technology and digital literacy significantly influenced their acceptance of online workshops. This finding is consistent with research indicating that digital literacy and technology adoption are key determinants of consumer behavior in the digital age (Kim & Park, 2021). Service providers must consider the varying levels of digital literacy among their target audience and provide user-friendly interfaces, clear instructions, and technical support to ensure a seamless user experience.

The findings of this study align with and extend existing research on customer perceptions towards digital services and online platforms in various industries. For example, the emphasis on convenience, trust, and personalized interactions mirrors findings from studies in the banking sector (Lee et al., 2020; Tan et al., 2021). Similarly, concerns about service quality and reliability resonate with research on consumer behavior in e-commerce and digital marketplaces (Kim & Park, 2021). By synthesizing insights from these diverse domains, this study offers a comprehensive understanding of customer perceptions towards online workshops in the automotive service industry.

CONCLUSION

In conclusion, the qualitative exploration of customer perceptions and preferences towards online workshops for tire repair and oil change services in DKI Jakarta provides valuable insights for service providers, policymakers, and stakeholders. By addressing concerns related to trust, reliability, and personalized interactions, service providers can enhance the feasibility and acceptance of online workshops, thereby meeting the evolving needs and preferences of consumers in the digital age. Moving forward, further research is needed to explore the long-term impacts of online workshops on customer satisfaction, loyalty, and the broader automotive service ecosystem.

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