

## **Service Marketing Communication Training for Motorcycle Repair Shops in the Second Period of 2025**

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### **ABSTRACT**

Today's youth are expected to be more productive in order to have a decent life and create job opportunities for others, so that society's prosperity increases. One way is to start a motorcycle repair shop for interested teenagers or those who already have motorcycle engine mechanical skills. Startup entrepreneurs need to have service service marketing communication knowledge so that their repair shops will grow and develop into medium to large-scale repair shops. Therefore, a service marketing communication training program for motorcycle repair shops will be held in November 2024 at the Suzuki Motor repair shop in Magetan city, branch of PT. ISG Surabaya, with participants being mechanics and apprentices. This research uses a descriptive qualitative technique, and data collection is done using the participant observation technique where the author is directly involved in the daily implementation of the training. Additionally, interviews are conducted when needed. The purpose of this research is to explain how service marketing communication training is conducted for motorcycle repair shops. The training material covers service marketing communication, how to manage a repair shop, and is expected to create job opportunities in their respective areas. Participants practiced creating marketing plans, determining costs, creating repair shop promotions, and determining place and physical evidence. The reseacher hopes this article will be beneficial to other repair shop entrepreneurs by expanding their knowledge and providing ideas for developing their repair shops.



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## **INTRODUCTION**

Communication technology is advancing and changing various aspects of human life. People are required to be more productive, especially teenagers. Teenagers are the cornerstone of families and countries in the sense that they must be able to meet the needs of their families and not become a burden on the country by becoming unemployed. The government's ability to provide jobs is limited and does not keep pace with population growth (Elliyana.Ela, Drajat Sulistiyono, 2020). Teenagers must be able to create job opportunities for others so that society can become more prosperous. One way to do this is through entrepreneurship in the form of a motorcycle repair shop for teenagers who are interested or already have technical skills in motorcycle mechanics. Beginner entrepreneurs must have knowledge of service marketing communication so that they can grow and develop into medium to large-scale repair shops. Entrepreneurial intellectual capital is capability = skill x knowledge, meaning an entrepreneur's skills and knowledge are crucial to their capabilities (Sanawiri.Brillyanes, M.Iqbal, 2018). Therefore, Suzuki Motor repair shop a branch of PT ISG Surabaya in Magetan city, is organizing motorcycle repair shop service marketing communication training consisting of technicians and mechanical engineering interns, held for one month with eight participants.

The purpose of this research is to describe how motorcycle repair shop service marketing communication training is conducted. As Widjaja (2009) stated that the elements of the service marketing mix include product, price, place, promotion, people knowledge, process, and physical evidence.

The objective of the training is to equip mechanics and prospective mechanics with knowledge of motorcycle service marketing communication, how to manage a repair shop, and hopefully create job opportunities in their respective areas. As Pinchot (1985) stated, being entrepreneurial is the

defining characteristic of an entrepreneur whose dreams are greater than the resources (Soltanifar.Mariusz, etc, 2021).

Participants practice creating service marketing communication plans, determining costs, promoting repair shops, and determining place and physical evidence. The results of this study are expected to be useful for other repair shop entrepreneurs, namely to broaden their knowledge and ideas in developing their repair shops.

## RESEARCH METHODS

This research was written using qualitative descriptive techniques. The investigations of qualitative phenomena, such as those pertaining to quality or variety, is the focus of qualitative research. The findings of this kind of study is descriptive and more difficult to understand than quantitative data. In qualitative research, one looks more closely at data that does not consist of numbers (Patel. Shrikant, SR Jena, Abhijit Gupta, Pankaj Lathar, 2023). Qualitative reports describe and interpret something whatever was studied. The data are word, stories, observations, and documents. Qualitative findings are based on three kinds of data: (1) in depth, open ended interviews; (2) direct observations; and (3). written communications.

The data collection technique used in this study was direct participant observation, whereby the author was directly involved in the daily implementation of the training. Data from observations consist of detailed descriptions of people's activities, behaviors, actions, and the full range of interpersonal interactions and organizational processes that are part of observable human experience. Why participant observation is important? first, it enhances the quality of the data obtained during fieldwork. Second, it enhances the quality of the interpretation of data, whether those data are collected through participant observation or by other methods. Participant observation is thus both a data collection and an analytic tool. Third, it encourages the formulation of new research questions and hypotheses grounded in on-the-scene observation. Participant observation is a method in which a researcher takes part in the daily activities, rituals, interactions, and events of a group of people as one of the means of learning the explicit and tacit aspects of their life routines and the culture (DeWalt.Kathleen M and Billie, 2011). Interview and documentation techniques are used when needed. Interviews yield direct quotations from people about their experiences, opinions, feelings, and knowledge. Meanwhile, according to Poerwandani (2013) documents complement interview and observation studies (Equatora. Ali Muhammad, Lollong Manting, 2021).

The training was held at the Suzuki Motor repair shop in Jalan Mayjen Sukowati, Magetan city, from 1<sup>st</sup> November to 31<sup>st</sup> November, 2025 with eight participants consisting of technicians and mechanical engineering interns. The training was held every Monday and Thursday or according to conditions in the field. The training was conducted by the author in order to develop service marketing communication skills.

## RESULTS AND DISCUSSION

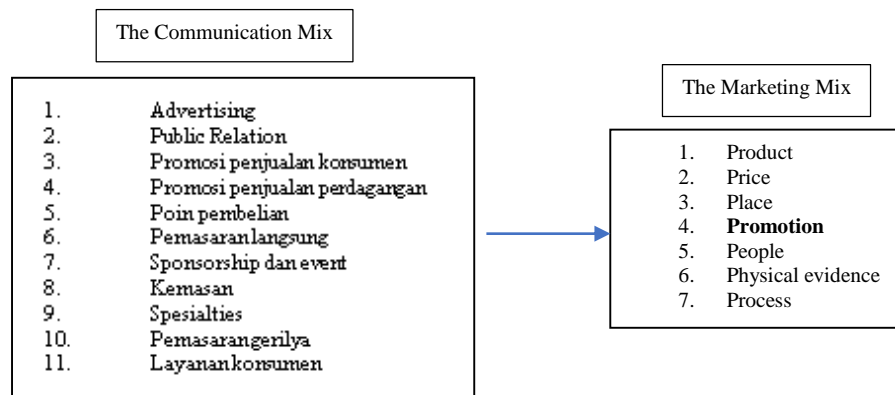
### Service Marketing Communication Repair Shop

The indicator of a country's social progress can be seen in the service sector. According to Lovelock (2002), the service sector as a whole plays a crucial role in the economy and is considered the highest phase of economic development. In developed countries, the service sector is increasingly dominating as the economy grows. Services (Lovelock, Patterson, Wirtz, 2015) are:

- a. The service is any act, performance or experience that one party can offer to another and that is essentially intangible and does not result in the ownership of anything, but nonetheless creates value for the recipient. Its production may or may not be tied to a physical product.
- b. Services are processes (economic activities) that provide time, place, form, problem solving or experiential value to the receiver.

Marketing is one of the main activities carried out by companies to maintain sustainability, grow, and generate profits (Dharmmesta.Basu S & Hani Handoko, 2016). Based on the researcher's direct observations, consumer demand in purchasing service products is that the costs incurred must be proportional to the services or benefits received, or even more. Based on Kasali (2010) said, consumers expect sincere service from marketers, not just empty words.

An entrepreneur must possess skills and knowledge in their field of business. According to Philip Kotler, marketing management is the analysis, planning, implementation, and supervision of programs aimed at generating exchanges with the target market in order to achieve marketing objectives (Dharmmesta.Basu S & Hani Handoko, 2016).

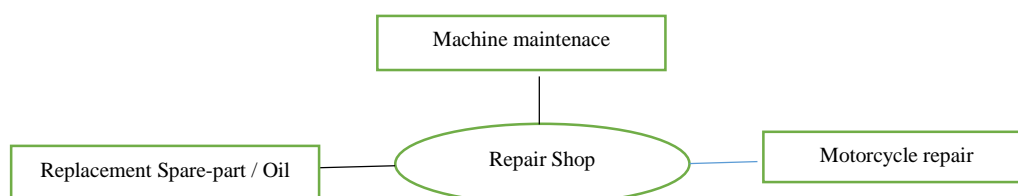


**Picture 1 How the Communication Mix Feeds into the Marketing Mix**

According to Moriarty (2015) marketing communication includes personal selling, advertising, public relations, sales promotion, direct marketing, events and sponsorships, selling points, and the communication aspects of packaging. Typical objectives of service marketing communication: public relations, which involves gathering news, attitudes, and opinions; maximizing credibility and favorability; and creating and enhancing stakeholder relationships. According to Ralph in Morissan (2014), advertising is a form of non-personal communication about an organization, product, or service in order to attract consumers (Syafuddin. Khairul, Rino Andreas, 2018). Sales promotion stimulates behavior, generates immediate responses, intensifies needs, desires, and motivations, rewards behavior, stimulates the environment and relevance, and creates appeal through channels. Trade sales promotion creates industry acceptance, drives through channels, motivates cooperation, strengthens sellers, dealers, and distributors. Point of purchase increases direct sales, draws attention to specific decision points, creates interest, stimulates urgency, encourages trial, and triggers purchase. Direct marketing stimulates sales, creates personal interest and relevance, provides information, creates acceptance and confidence. Event sponsorship builds awareness, creates brand experiences, participation, interaction and brand engagement, and creates enthusiasm. Packaging increases sales, draws attention to selected points, conveys product information, and creates brand reminders (Sejati, 2018).

The training in this period covers service marketing communication theory and practice and is conducted on Mondays and Thursdays with hours adjusted to conditions in the field, as it coincides with technician training activities. The service marketing mix consists of 7Ps, namely product, price, place (distribution), promotion, and people, process, and physical evidence.

In the service, customers obtain benefits and experience the product. The combination of products from the repair shop can be explained as follows:



**Picture 2 The Service Product Mix in repaire Shop**

“Brands astutely follow consumer trends...” (Hischer, 2013). Repairs are activities to fix damage to motorcycles so that they function properly again, and this process is usually accompanied

by the replacement of components. About 80% of damage to motorcycles is caused by components that have worn out due to use and the use of non-genuine parts, while the rest is caused by human error. Motorcycle maintenance should be carried out by the owner at least once a month or based on the mileage recommended by a technician. This maintenance aims to prevent more serious damage. Participants act as a source to inform when maintenance should be performed through direct messages.

According to Kotler and Armstrong, price is an important element in determining positioning and must be determined based on the target market, the type of product offered, services, and the level of competition (Widjaja, 2009). Pricing will have an impact on total revenue and costs. Price information is conveyed through social media such as Facebook, WhatsApp, text messages, and word of mouth. Communication sources involve the service desk and mechanics working together as a team. In a new small repair shop business, the owner can carry out these activities themselves because the business usually does not yet have employees. Using these media for communication is very practical and affordable. Almost everyone in the community uses social media and WhatsApp. These media are used to support work because they are less expensive than other media. Product prices are based on market conditions, competition, consumer purchasing power, product benefits, and consumer economic conditions. In motorcycle marketing, a price list is a term used to inform consumers of prices. Pricing strategies include customary pricing or expected pricing, using a specific price for a long period of time, and psychological pricing, which is a strategy that uses advertising to influence consumer judgment. Marketers combine these four elements into a marketing program. According to Philip Kotler, price is the amount of value or money charged for a product or service in exchange for the value that consumers receive from the benefits of that price. Price has become an important factor influencing buyer choices, and this is true in poor countries, but non-price factors have become more important in buyer behavior over the past decade. In a narrow sense, price is the amount of money charged for a product or service (Indrasari, 2019).

The ideal location, building structure, and amenities such as decorations are important aspects of a company. An ideal location can reduce energy and time and provide convenience for customers. Appropriate decorations can influence customer feelings. The condition of the building is one factor that contributes to comfort. Based on direct observation, the condition of buildings for small repair shops generally appears simple. Interviews with customers of the Suzuki Motor repair shop Magetan show that this situation makes waiting uncomfortable, especially for working women and children.

The steps in designing a promotional strategy for a repair shop are: 1). Identify communication objectives, namely identifying needs, searching for buyers, brand building, purchasing decisions, customer retention, and product placement. 2). The combination of promotions and strategies implemented includes personal sales between customer service and mechanics to individuals encountered both inside and outside the workshop; sales promotions in the form of price reductions for services if followed by the purchase of components or oil, discounts and incentives for small or new workshop owners, a one-week guarantee for maintenance and repair services, free service for one maintenance after five vehicle maintenance services, no charge during service campaigns that are usually held at certain events, free vehicle maintenance every Friday in a specified month with the requirement to register in advance via WhatsApp, telephone, or SMS; direct marketing is carried out via SMS and social media. 3). Set a promotion budget. This budget depends on the type of media selected and the time available. The use of social media can reduce promotional costs by up to eighty percent. Planning and determining repair shop promotions through traditional word of mouth and online. The online media used is social media. The promotion schedule through social media is every Friday and Saturday or according to conditions in the field, for example, adjusting the event schedule. Participants create promotional materials, designing them using the 4Ws, for example: What: Oil change, free service for all types of motorcycles. When: November 1 – November 30, 2025. Where: ABCD repair shop. Who: Motorcycle owners (all types). How: "Daily quota is limited, register in advance via WhatsApp or at the service counter." Other materials include word-of-mouth promotions, which must be conveyed to acquaintances wherever they are. Therefore, entrepreneurs must be sociable and friendly. Additionally, it is important to cultivate a good attitude and avoid dishonest behavior so that the community feels comfortable with our repair shop's services. An evaluation is conducted after the program ends. The evaluation discusses whether the program was successful. If successful, should the program be continued? If unsuccessful, what needs to be improved, and should the program be replaced or continued? Determining a strategic location and physical evidence. A strategic mindset is

often associated with locations within the city and close to crowds. Motorcycle repair shops around one's own home in a village or area far from the city actually have a great opportunity to get a large number of customers. Why go far to the city if there is a repair shop in the village itself? Imagine how far it would be to claim a warranty or have repairs done on our motorcycle.

The knowledge possessed by employees is very important for the sustainability of a company. Knowledge is intangible information that can accumulate into a collection of information within a company (Kasali, 2010). Knowledge in the field of mechanical engineering needs to be expanded through mechanical training, especially regarding the latest technology. In addition, mechanics are also required to study independently using tutorials available on various websites. Another factor in human resources is employee attitude and motivation. The attitude of mechanics can be reflected through their appearance, facial expressions, body language, and manner of speaking. Appearance, such as hair, clothing, and shoes, must be kept clean and neat. When testing vehicles, a polite attitude is very important; for example, when pressing the gas pedal, it should not be excessive as it can cause noise pollution. Attitude must be maintained both in and outside the office environment. Based on observations and interviews conducted, in general, the appearance of people in new small workshops receives little attention, even appearing dirty, smelling of oil or gasoline, and unkempt. Consumers feel uncomfortable with such appearances. Widjaja (2009) said, employee motivation is needed to convey important messages and provide services that meet expectations. People in repair shops, such as mechanics, repair shop owners, and employees, are one of the most important assets in the repair shop service sector. Knowledge is obtained from formal education in schools and informal training. Mechanics and repair shop entrepreneurs are required to have a good attitude. Attitude can be demonstrated through verbal and non-verbal communication when dealing with the community and customers. Attitude can be applied in various forms, such as appearance, tone of voice, body language, face expressions, and words. Indonesians living in rural areas are particularly attached to politeness, manners, and honesty. Religion also teaches these things, namely how to relate to other people. Loyal, skilled, and motivated employees who are able to work well independently or in teams are a vital competitive advantage (Lovelock, Patterson, Wirtz, 2015).

Service quality is highly dependent on how services are delivered to customers. As Widjaja (2009) stated, if the service provider is an internal employee, then to ensure service quality, every aspect of the company must be operated according to standardized systems and procedures based on competence, commitment, and loyalty to the company. Poorly designed processing systems make it very difficult for frontline staff to perform their duties well (Lovelock, Patterson, Wirtz, 2015). However, based on observations, the duties of service marketing representatives (SMRs) and service advisors (SAs) are carried out by service counters, while the role of head mechanic is carried out by the mechanics themselves. These guidelines are introduced to new employees in the workshop team and distributed during briefings as reminders. They cover eight standard steps for quality service, namely: 1). Service booking includes definitions, objectives, implementers, procedures, documents, forms and materials, workflows, and operational methods. 2). Service registration includes understanding, stages, scope, implementers, procedures, documents, forms and materials, workflows, and operational methods. 3). The work process includes objectives, scope, stages, implementers, procedures, documents, forms and materials, flowcharts, and work methods. 4). Follow-up on the work process includes objectives, procedures, implementers, documents, forms and materials, flowcharts, and work methods. 5). Pre-delivery includes objectives, stages, scope, implementers, procedures, documents, forms and materials, flowcharts, and work methods. 6). Delivery includes objectives, scope, implementers, procedures, documents, forms and materials, flowcharts, and work methods. 7). Post-service follow-up includes objectives, scope, implementers, procedures, documents, forms, materials, flowcharts, and work methods. 8). Retention follow-up includes objectives, scope, implementers, procedures, documents, forms, materials, flowcharts, and work methods.

The repair shop building provides added value for customers. Often, customers judge the building as their first impression. The interior of the workshop is simple, but the waiting area and workspace are very spacious, clean, and free of workshop odors, so customers feel comfortable and they feel like at home. Generally, repair shops do not pay attention to cleanliness and waiting areas for customers, which makes customers, especially women, dislike the situation. The physical environment and other visible cues can have a major impact on the impression customers make about the quality of service they receive (Lovelock, Patterson, Wirtz, 2015). The physical structure, including the interior,

is an added value to the service sector because it affects the mood and comfort of customers. Even though it is not an official repair shop or a large repair shop building, it is very important to prioritize and pay attention to cleanliness and tidiness, especially in the waiting room. According to White (2006), the division of space in accordance with the flow and separation of room functions is very important to provide comfort for consumers. For this reason, training participants learn to be responsive and quick to address these issues. After completing motorcycle repairs, they must immediately tidy up the toolkit, wipe up spilled liquids before they damage the floor and make it look dirty, and dispose of waste materials in the designated areas.

## CONCLUSION

In service marketing communication training, participants are equipped with service marketing communication knowledge. The training helps young people to be more productive and capable of entrepreneurship, as well as creating job opportunities in their respective regions. Beginner motorcycle repair shop entrepreneurs must have technical skills and service marketing communication knowledge, as well as a good attitude and appearance that suits the local economic, social, and cultural conditions.

A combination of products, the application of appropriate pricing strategies, operated by a team with knowledge, attitude, and motivation, structured promotions, service production processes, as well as simple physical evidence or tangible clues that provide comfort to consumers, is a mix of service marketing planned and implemented by motorcycle repair shops.

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