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6. Jurnal Internasional The Impact Of Product Quality And Service.pdf

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The Impact Of Product Quality And Service Quality On Consumer Satisfaction At Kedai Falsafah Ngopi Bogor, Indonesia

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Abstract.

In the current era of globalization the business world is growing day by day so companies will not be separated from competition and are required to provide a good marketing system. The problem of product quality, service quality and customer satisfaction is the determining factor so it needs to be investigated. The sampling technique used was purposive sampling with a total sample of 60. The data collection technique used a questionnaire that had been tested for validity, reliability test, and classical assumption test. The data analysis method used was multiple linear regression analysis, correlation coefficient analysis, and coefficient of determination analysis. A hypothesis test was also conducted using the F test method and the t test. The results showed that simultaneously and partially product quality, service quality had a positive and significant effect on consumer satisfaction. It is recommended to evaluate to find information that makes consumers comfortable and satisfied.

Keywords : Product Quality. Service Quality and Consumer Satisfaction.

I. INTRODUCTION

In Indonesia, one of the businesses that is experiencing rapid development and feels the tight competition today is a business in the culinary sector. Fierce competition can be proven by the increasing number of culinary business providers who provide and offer the same products, but there are differences in terms of service and price of each culinary business. A service provider is required to provide a product or service with good quality, in terms of product quality, service quality or can provide more affordable product or service prices so that consumers will feel their needs are met and will create a satisfaction from within consumers. Product quality is the ability of an item to provide appropriate results or performance even exceeding what is desired by consumers (Kotler and Keller 2016: 164). With the quality of products and good service quality and can satisfy consumers, it will certainly affect consumer confidence. One of the keys that must be owned by entrepreneurs is consumer satisfaction is something that is always considered by companies so that consumers make purchases repeatedly, this can be achieved by paying attention to the quality of products and the quality of service. Kedai Falsafah Ngopi was established in 2018 is a food and beverage business that realizes the importance of product quality, service quality and customer satisfaction. Kedai Falsafah Ngopi offers a variety of food and beverage products such as cireng rujak, piscok, french fries, americano, espresso. The efforts made in maintaining the sustainability of every business are certainly not easy. Kedai Falsafah Ngopi must maintain product quality, service quality and customer satisfaction so that consumers make repeat purchases. Kedai Falsafah Ngopi earned fluctuating revenue every month in 2020.

The following is the revenue data of Kedai Falsafah Ngopi in 2020:

Table 1. Total Revenue of Bogor Coffee Philosophy Shop 2020

Moon	Total Revenue (Rp)	Change(%)
January	18.500.000	123,3
February	16.650.000	111,0
March	9.410.000	62,73
April	6.740.000	44,93
Mey	5.110.000	34,06
June	8.530.000	56,86
July	7.650.000	51,0
August	9.250.000	61,66

September	7.656.000	51,04
October	13.563.000	90,42
November	8.865.000	59,1
Desember	11.763.000	78,42
Sum	180.000.000	-
Average	15.000.000	68,71

Source : Kedai Falsafah Ngopi, 2022

Based on Table 1, it is known that the average income of Kedai Falsafah Ngopi during 2020 was not achieved. The highest revenue was in January with a target achievement rate of 123.3%. This is due to the addition of new menus such as snacks and heavy meals, where Kedai Falsafah Ngopi previously did not provide snacks or heavy meals. Then the second highest revenue in February with a target achievement rate of 111.0%. This is due to the large number of visitors who come to the Ngopi Philosophy Store.

II. MATERIAL AND THEORY

Marketing

According to Assauri (2018: 5) marketing is a human activity directed to meet and satisfy needs and desires through an exchange process.

Marketing Management

Marketing management is a decision-making process based on marketing concepts and management processes that include analysis, planning, policy implementation, strategy, tactics, and control (Assauri, 2018: 13). Marketing management as the art and science of selecting target markets and obtaining, retaining, and increasing the number of customers by creating, delivering, and communicating superior customer value (Kotler and Keller, 2016: 67).

Marketing Mix

Marketing mix is a tool or tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the specified marketing strategy can run successfully (Abubakar, 2018: 12)

Product Quality

Product quality is everything offered to the market to meet the needs and desires of consumers (Sopiah and Sangadji, 2016: 80).

Product Quality Indicators

Sopiah and Sangadji (2016: 80) mentioned that product quality indicators are as follows:

1. Performance
2. Reliability
3. Feature
4. Durability (Data Resistant)
5. Consistent
6. Design

Quality of Service

Service quality is a dynamic condition related to products, services, human resources, processes and environments that meet or exceed consumer expectations (Tjiptono, 2016: 182).

Service Quality Indicators

Tjiptono (2016: 127) suggests that there are 5 indicators of service quality as follows:

1. Physical Evidence (Tangibles)
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

Customer Satisfaction

Consumer satisfaction is a feeling after comparing performance between the perception obtained and its expectations (Tjiptono, 2016: 310).

Consumer Satisfaction Indicators

Tjiptono (2016: 101) stated that consumer satisfaction indicators are as follows:

- 1.Match of Expectations
- 2.Interest in Revisiting
- 3.Willingness to recommend

Frame of Mind

The framework of thought in this study can be seen in the following picture:

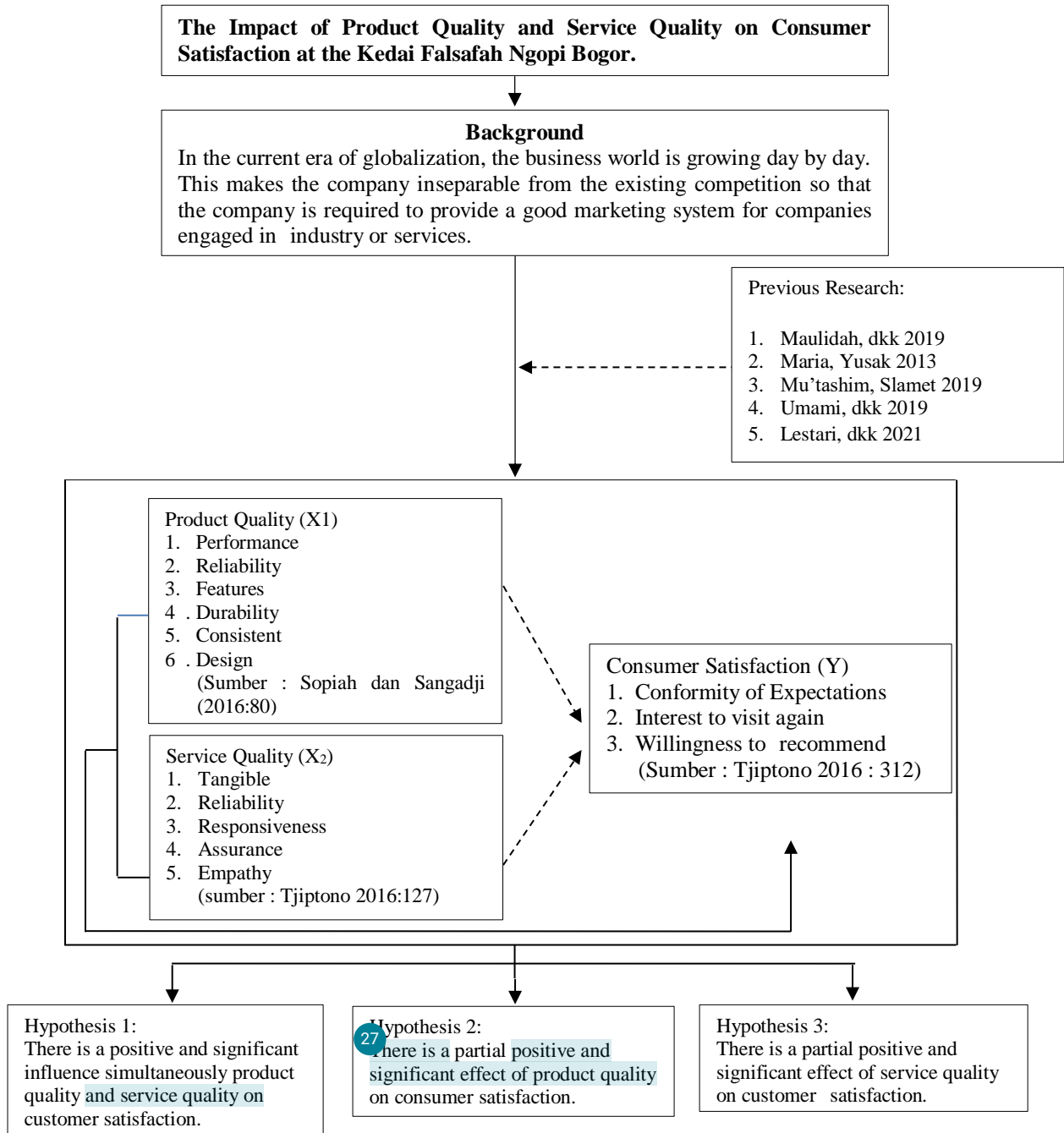


Fig 1. Thinking Framework

Information

- > : Partial Influence
- > : Simultaneous Influence

III. RESEARCH METHODS

The object of this study is product quality and service quality, consumer satisfaction.

The method used is descriptive which is quantitative because it is related to the object of research, collecting data and information. Data is sourced from primary data and secondary data.

Table 2. operational variables

No	variable	Variable concept	Indicators	Statement Points	Measuring scale
1.	Product quality (X ₁)	It is everything that is offered to the market to meet the needs and desires of consumers. Sopah Sangadji (2016:15)	1. Performance 2. Feature 3. Reliability 4. Durability 5. Consistent 6. Design Sopiah dan Sangadji (2016:80)	1-2 3-4 5-6 7-8 9-10 11-12	Ordinal
2.	Quality of Service (X ₂)	It is a dynamic condition related to products, services, human resources, processes and environments that meet or exceed consumer expectations. Tjiptono(2016:182)	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy Tjiptono (2016:127)	1-2 3-4 5-6 7-8 9-10	Ordinal
3.	Customer Satisfaction (Y)	Feelings after comparing performance between the perception obtained and his expectations. Tjiptono (2016:310)	1. Compliance with expectations 2. Interest in Revisiting 3. willingness to recommend Tjiptono (2016:312)	1-2 3-4 5-6	Ordinal

Research Sample

The sampling method used is probability sampling (Sugiyono, 2017: 81). Sampling was carried out on consumers who had visited Kedai Falsafah Ngopi. This research unit was conducted at Kedai Falsafah Ngopi Bogor. The population is as many as 150 consumers and the population is consumers of Kedai Falsafah Ngopi Bogor.

To determine the sample known population can use the formula Yamane (1967) as follows: $n =$

$$\frac{N}{1+N(d^2)} \quad n = \frac{150}{1+150(0,1)^2} \quad n = \frac{150}{2,5} = 60$$

Information:

- n = Number of samples
- N = Number of population
- d² = Confidence/speed level (0,1)

Data Collection Methods

The primary and secondary data collection according to Sugiyono (2017: 137), are as follows:

1. Field research
 - a. Interview
 - b. questionnaire (questionnaire)
 - c. Observation
2. Librar Instrument Testing

According to Sugiyono (2017: 121), a valid instrument means that the measuring instrument carried out to obtain data is valid. Before the instrument is used to collect data, it is first tested for validity using the product moment correlation formula.

While the reliability test is carried out only on questions that have gone through validity testing that have been declared valid. To test the hypothesis, the estimation results will be estimated using the Ordinary Last Square (OLS), as follows:

1. Normality Test
2. MulticolMultiple Linear Regression

According to Sinambela (2014: 217), multiple linear regression discusses the relationship of dependent variables with two or more independent variables. Multiple linear regression analysis is used to determine how much influence the independent variable has on the dependent variable.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Analisis Koefisien Korelasi

To find out how the relationship between product quality and service quality on consumer satisfaction, the following formula is used:

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

From the correlation analysis formula, an r value of -1.0 to 1 will be obtained. This notation uses correlations or relationships between variables tested in the study.

Coefficient of Determination Analysis (R^2)

The coefficient of determination is used to determine the percentage change in non-free variables caused by independent variables. The formula for the coefficient of determination is as follows:

$$KD = r^2 \times 100\%$$

Hypothesis Testing

The F statistical test is performed to find out whether all independent variables together can affect the dependent variable. The statistical test t shows how far the influence of an individual independent variable in explaining the variation of the dependent variable

IV. RESULTS AND DISCUSSION

Karakteristik Konsumen

Characteristics of consumers who have visited Kedai Falsafah Ngopi, with the following description:

Table 3. Recapitulation of Consumer Characteristics

No	Characteristic	User	Percentage (%)
1	Gender	Man	58,3
2	Age	21-30 year	55
3	Education Level	Bachelor	50
4	Work	Private Employees	50
5	Income	Rp. 3.000.000-Rp.5.000.000	40

Source : Primary data processed, 2022

Table 3 shows that most of Kedai Falsafah Ngopi's customers are males aged 21-30 years. Educated undergraduate, working as a private employee and having an income of 3,000,000-5,000,000 per month

Table 4. Recapitulation of Consumer Responses

No.	Description	Valuation	Information	Interpretation
1	Product Quality (X_1)	3,51	Good	Product quality is included in the good category where the products offered by Kedai Falsafah Ngopi have good taste, employees who are responsive in serving consumers, products are made of fresh ingredients, there are no defects in the product, diverse, durable, attractive design and packaging is not easily spilled.
2	Quality of Service (X_2)	3,60	Agree	Quality of service is included in the category of agree. Because it has good service, neat and clean rooms, friendly and responsive employees, accuracy in ordering, and providing security and comfort to consumers
3	Customer Satisfaction (Y)	3,61	Good	Customer satisfaction is included in the good category, due to good service, having good taste, suitability of products ordered and having friendly employees.

Based on Table 4, it can be seen that the highest value is found in the consumer satisfaction variable 3.61 and the lowest value is found in the product quality variable 3.51.

Multiple Linear Regression Results

Based on the calculation results using the SPSS tool, the following equation can be known: $Y = 0.816 + 0.208 + 0.502 + e$

The multiple linear regression equation is known that product quality (X_1), service quality (X_2), customer satisfaction (Y) are positive which means the relationship between variables has a unidirectional relationship. The unidirectional relationship is meant if the better the independent variable, the better the dependent variable will be, and vice versa.

Correlation Coefficient Analysis

To see the results of the correlation of variables can be seen in Table 5 below:

Table 5. Multiple Correlation Coefficients

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.728	.719	2,056

Source : Primary data processed, 2022

Based on Table 5, it can be known that the R value or correlation is 0.853 which shows that the correlation or relationship of the independent variable consisting of product quality (X_1) and service quality (X_2) with the dependent variable is consumer satisfaction (Y). The correlation value is in the interval R (0.80-1.000) with a very strong and positive degree of relationship strength. So it can be concluded that the higher the value of variable X, it will be followed by the high value of variable Y and vice versa, the better the quality of product (X_1) and quality of service (X_2), it will directly also result in increased consumer satisfaction (Y).

Results of the Coefficient of Determination

The results of data processing using SPSS can be seen in Table 6 below:

Table 6. Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.728	.719	2,056

Source : Primary data processed, 2022

Based on Table 6, it is known that the amount of determination (R^2) or contribution of the influence of product quality (X_1) and service quality (X_2) on consumer satisfaction (Y) can be seen from the value of R Square. Based on the calculation of the R Square value of 0.728 or 72.8%, this shows that the percentage of contribution of the influence of product quality variables (X_1) and service quality (X_2) on consumer satisfaction (Y) is 72.8%, while the remaining 27.2% is influenced by other variables that are not included in this study such as price and emotional factors (Irawan 2017: 37).

Test F

Table 7. Simultaneous Regression Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	645,825	2	322,912	76,402	.000 ^b
	Residual	240,909	57	4,226		
	Total	886,733	59			

Source : Primary data processed, 2022

Based on Table 7 that $F_{calculate}$ 76.402 while F_{table} needs to be calculated using significant levels $\alpha = 0.05$ and degrees of freedom of $1=k-1$ ($2-1=1$) while $df\ 2 = n-k$ ($60-2 = 58$). By looking at the results of the degree of freedom, F_{table} is obtained at 3.16 so that $F_{calculate}$ (76.402) > the value of F_{table} (3.16) and has a significant value of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted, meaning that with the level of confidence of independent variables, namely product quality (X_1) and service quality (X_2) have a positive and significant effect together (simultaneously) on consumer satisfaction (Y). These results support research conducted by Pradipta and Yulianthini (2022) which states that product quality has a positive and significant effect on consumer satisfaction. This is explained from statements about product quality (X_1) and service quality (X_2) which are considered good by consumers, so that consumer satisfaction will increase and vice versa.

Uji t

20 **Table 8. Partial Regression Test Results**

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.816	1.825		-.447	.656
	Product Qualitykualitas (X ₁)	.208	.069	.306	3.001	.004
	Quality of Service (X ₂)	.502	.083	.620	6.079	.000

Source : Primary data processed, 2022

Based on Table 8 it can be seen that tcount and ttable values for $\alpha = 0.05$ with degrees of freedom (df) $t_{table} = t(a/2 : n-k-1)$, $a = 5\% = t(0.05/2 : 60-2-1) = 0.025 : 57 = 2.002$ thus obtained the following results: Product quality (X₁) with a calculated value of 3.001 greater than ttable (3.001 > 2.002) and a significant level of 0.004 < 0.05 then HO is rejected and Ha is accepted. This condition means that product quality partially has a positive effect on consumer satisfaction at Kedai Falsafah Ngopi. The quality of service with a calculated value of 6,079 is greater than the ttable value of 2,002 (6,079 > 2,002) and a significant level of 0.000 < 0.05. This means that HO is rejected and Ha is accepted. This condition means that the quality of service has a positive and significant effect on customer satisfaction at Kedai Falsafah Ngopi.

V. CONCLUSION

Based on the results of research on the effect of product quality and service quality on consumer satisfaction at Kedai Falsafah Ngopi Ciharang Pondok Bogor, the following conclusions can be obtained:

1. Consumer responses to product quality include good categories where the available products are reliable quality. But there are still consumers who state that the products offered are less diverse.
2. Consumer responses to service quality are included in the agreed category where there is accuracy of the product ordered. But there are still consumers who state that the beauty of the interior and the guarantee of comfort still do not provide satisfaction.
3. Consumer responses to consumer satisfaction are included in the good category where the products provided are as expected. However, there are still some consumers who state that they are less interested in returning to Kedai Falsafah Ngopi because the products have not given satisfaction.
4. Product quality and service quality simultaneously have a positive and significant effect on customer satisfaction at Kedai Falsafah Ngopi Bogor.
5. Product quality and service quality partially have a positive and significant effect on customer satisfaction at Kedai Falsafah Ngopi Bogor.

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