

Effect of Product Quality and Service Quality on Customer Satisfaction

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ABSTRACT

Product is a visible or invisible form which is the result of production activities carried out by a person or company.

In producing goods and services, it is necessary to realize that companies must always create good quality products that can provide satisfaction to consumers so that these products become products that are in demand by consumers.

Then the quality of service must be maintained by the company to consumers so that consumers feel happy and satisfied with the services provided to consumers.

This research was conducted at Cafe Hans which is a cafe that offers food and beverages that have good products and service quality so that consumers are satisfied with Hanc Cafe's policy in offering food and beverages offered to consumers.

the results of the study explain that the product quality is very good and and provides satisfaction to customers, then Hans Cafe is committed to providing quality service to consumers who come to Hans Cafe.

Product quality and service quality provide a sense of satisfaction to customers by 50%.

KEYWORDS: *Product Quality, Service Quality and Customer Satisfaction*

1.1. Background of the Problem.

Human needs can be met with various products that exist on earth as a fulfillment of human needs to satisfy the needs of human life.

Humans will try to find satisfaction in their lives by enjoying the products produced by humans from various places.

One of human nature is unlimited satisfaction, so that with unlimited human satisfaction, humans try to be creative with various innovations to create products and services that will be enjoyed by humans to satisfy their needs.

Of the many products produced by humans to meet their needs, coffee is a product that some people really like coffee.

The number of shops or cafes that prepare coffee drinks can explain that many people like coffee as a human daily drink that can be produced with various flavors.

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The satisfaction of coffee drinkers will depend on the quality of the products and services we provide to our customers so that they will remember the taste of coffee and the services we have provided to consumers who have become consumers' expectations as coffee drinkers.

Service is very important for cafe entrepreneurs to pay attention to because if they provide good service to customers and create a sense of satisfaction in customers, it will result in consumers coming back to taste our coffee drinks and services.

Quality is an added value for products and services provided to customers and is a special motivation for consumers to establish good relations between entrepreneurs and customers.

Product quality in general is anything that can be offered by a producer to be noticed, requested, sought, purchased, used or consumed by consumers

as a fulfillment of the needs or desires of the relevant market.

Product quality is all the provisions that have been set relating to the quality characteristics of the product needed to satisfy the desires and expectations of consumers.

In general, the quality will be related to the customer satisfaction he receives when the consumer uses the product he uses.

Quality is also defined as "the totality of features and characteristics of a product or service that is capable of satisfying visible and disguised needs".

In addition to product quality, service quality is also a factor that affects consumer satisfaction which can be felt simultaneously when people feel it. The ability of coffee entrepreneurs to provide services in a professional manner is a non-negotiable demand and is a must and this is a policy that will be carried out by coffee entrepreneurs.

Improving service quality is part of the company's efforts to improve the image of service to consumers who are getting worse and prioritize consumers.

By increasing the quality of service, it will lead to a sense of satisfaction for customers where service satisfaction is really felt while drinking coffee that is sold to consumers.

Satisfaction with the services provided by coffee sellers will result in customer satisfaction which will be conveyed again to others that coffee drink sellers provide good service to consumers.

Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (outcome) of the product thought to the expected performance (result). If satisfaction is below customer expectations it will result in consumers not feeling satisfied, on the contrary if satisfaction meets customer expectations then this is called customer satisfaction.

The satisfaction felt by consumers will depend on the quality of products and services and the satisfaction of services provided by the service provider to the service user to the consumer.

Consumer satisfaction must be maintained by culinary entrepreneurs to prevent the loss of consumers through product quality and service quality provided to consumers.

1.2. Formulation Of The Problem.

Based on the background of the problems described above, the formulation of the problem can be drawn as follows:

1. How big is the influence of product quality on customer satisfaction at Sejiwa Cafe?
2. How big is the influence of service quality on customer satisfaction at Sejiwa Cafe?
3. How big is the influence of product quality and service quality on customer satisfaction at Sejiwa Cafe?

1.3. Research Purposes.

Based on the background and problem formulation above, the research objectives are as follows:

1. To find out how much influence product quality has on customer satisfaction at Sejiwa Cafe.
2. To find out how much influence service quality has on customer satisfaction at Sejiwa Cafe.
3. To find out how much influence product quality and service quality have on customer satisfaction at Hans Cafe.

1.4. Benefits of Research.

The research results are expected to be useful for various parties, both authors, companies and parties with an interest in the object of research with the following details:

1. For Research.

This research is expected to increase knowledge and insight, especially in the field of services in the culinary field related to the influence of product quality and service quality on consumer satisfaction.

2. For Sejiwa Cafe Duri.

Can be useful as input for the owner of Sejiwa Cafe and find out what factors can affect the level of consumer satisfaction, so as to increase consumer satisfaction.

3. For Students.

The results of this study can add information to be taken into consideration and reference for similar research in the future and are expected to be able to contribute information and libraries for those who need it.

2.1. Definition of Product Quality.

In producing various kinds of products, of course, producers must maintain the quality of the product so that the presence of the product can be accepted by the community.

More and more people in the world will need more and more products and types of products needed by humans with various levels of price and quality of products that humans want to need.

Various companies produce the types of products that are needed by humans to meet the needs of human

life which are increasingly developing their level of needs.

Natural wealth owned by a country or an area will be empowered by humans by changing functions and values into various products that will be created by humans with various types of products and product quality that will be used by humans to satisfy their needs.

Product is the output of a production process carried out by humans and companies using various resources on this earth that are managed properly by considering the effectiveness and efficiency of existing resources.

Kotler and Armstrong, 2008, said that a product is anything that is offered to the market for attention, acquisition, use or consumption that can satisfy a want or need.

Fajar Laksana, 2017, said that a product is anything both physical that can be offered to consumers to fulfill their wants and needs.

Then Garvin and A. Dale Timpe in Alma, 2011, said that quality is the advantage possessed by these products.

Tjiptono, 2008, said that quality is a combination of traits and characteristics that determine the extent to which the output can meet the prerequisites of customer needs or assess to what extent the properties and characteristics meet their needs.

Companies that can last a long time in the market are caused by the company maintaining a commitment to the quality of the products it produces so that its customers remain loyal to use these products in their lives.

Tjiptono, 2008, explains that there are several product dimensions, namely:

1. Performance (performance) is the relationship with the basic operating characteristics of a product.
2. Durability, namely how long the age of the product in question before the product is replaced.
3. Conformance to specifications, namely the extent to which the basic characteristics of a product meet certain specifications from consumers or no defects are found in products where the price paid by consumers is in accordance with the quality of the product they get.
4. Features, namely product characteristics designed to improve product functions or increase consumer interest in the product.

5. Reliability (reliability), namely the possibility that the product will provide satisfaction within a certain period of time or the smaller the level of damage to the product, the product can be relied on.

Then Kotler and Keller, 2012, say that there are 9 dimensions of product quality, namely:

1. Form, which is the difference between a product and other products by looking at the shape of the product by looking at the shape, size, content and physical structure.
2. Product characteristics, namely secondary or complementary characteristics that are useful for adding basic functions related to product choices and their development.
3. Performance (performance) which is related to the functional aspects of an item and is the main characteristic that customers consider in buying the item.
4. Accuracy or conformance, which is related to the level of conformity of the specifications previously determined based on the wishes of the customer where the conformity explains the degree of accuracy between the product characteristics and the quality characteristics of the specified standard.
5. Durability, namely how long a product can be used by consumers.
6. Reliability, namely the probability or possibility of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions.
7. Ease of repair (repairability), namely the ease of repairing products and services used when the product is damaged.
8. Style, namely the appearance of the product and the impression on consumers so that consumers are willing to buy the product.
9. Design, namely product features that will affect the appearance and function of the product for consumers.

The conclusion of all the dimensions of this product is to maintain the position of the product in the hearts of consumers as a continuous satisfaction of the needs of the community.

2.2. Service Quality.

Quality is the expectation of a process of producing goods and services that have good value to be felt by consumers in meeting their needs.

The value of quality is very important for producers because it can provide a comfortable feeling to users of products and services, on the other hand quality also gives high meaning to consumers because they can feel the satisfaction given to them.

The company has a high commitment to product quality and service quality that they will offer to the market as a meeting place between producers and consumers.

Satisfaction with the services received by consumers from producers will provide benefits to consumer feelings so that good service will be repeated by consumers for the services provided to them.

Consumer satisfaction is a tangible manifestation of companies that sell products and services to consumers every day.

Consumers' feelings of pleasure for the products and services received and coupled with quality service will create profits for the company.

In providing good service to consumers, the company must prepare reliable service personnel who are able to make consumers happy where the company sells its products.

According to Kasmir, 2011, good service is the company's ability to provide services that can provide customer satisfaction with predetermined standards.

Service quality has 5 dimensions, namely:

1. Physical evidence (tangible) which focuses on elements that are physically present which includes physical facilities (buildings, colors, decorations, etc.) as well as equipment and equipment used (technology) as well as the appearance of the employees.
2. Responsiveness, namely the willingness to help quickly (responsively) and precisely to customers with clear information where this dimension emphasizes the attitude of individuals who provide services to pay attention to requests, questions, and closeness from consumers.
3. Reliability, namely the ability to provide services in accordance with what has been promised to consumers appropriately in accordance with customer performance and expectations in accordance with timeliness, equality of service for all consumers and a sympathetic attitude.
4. Assurance, namely the ability to create trust in consumers which consists of knowledge, courtesy and the ability of employees to create consumer confidence in producers.

5. Empathy, namely emphasizing the treatment of consumers as individuals which includes the requirements of caring, having understanding and knowledge of customers and having comfortable operational times.

2.3. Customer Satisfaction.

Providing satisfaction to customers is very important for the company because it will make the company bigger because its products and services are in great demand by consumers.

The company will maintain the good name of the company in providing quality products and service quality so that the company is liked by consumers because it can provide satisfaction to customers.

Customer satisfaction is the final process of satisfying human needs through products produced by various existing companies and coupled with service quality as a product added value to be felt by consumers.

Companies must have a high commitment in providing satisfaction to customers as end users of products produced by manufacturers.

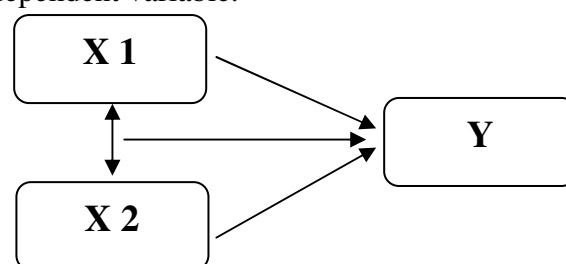
Customer satisfaction must be evaluated by the company so that the company can improve product quality and service quality in maintaining consumer flight for the products and services produced.

Richard F. Gerson, 2017, said that customer satisfaction is when a product or service meets or exceeds customer expectations, usually the customer is satisfied.

Consumer satisfaction is the level of feeling in which a person states the results of a comparison of the performance of the product/service received and expected. (Ratnasari and Aksa, 2011).

2.4. Framework of Thinking.

The framework of thinking can explain easily about the research being carried out by reading the influence or relationship between the research variables, namely the independent variable and the dependent variable.



Information:

X 1 = Product Quality.

X 2 = Quality of Service.

Y = Customer Satisfaction.

2.5. Previous Research.

1. Tias Windarti and Mariaty Ibrahim, 2017, Explaining that the results of their research show that product quality and service quality simultaneously have an effect on customer satisfaction with an R Square value of 0.561 or 56, 1% the remaining 43.9% is influenced by other factors.
2. Monica Maria and Mohamad Yusak Anshori, 2003, explained that the variables of product quality and service quality have an influence on customer satisfaction by $F = 0.63$ or 63%.
3. Basrah Saidani, 2012, explains that there is an influence between product quality and service quality on customer satisfaction and buying interest at the Ranch Market of R Square of 0.40 or 40%.
4. Tatang Muliwana and Risma Dewi Nurmalasari, 2017, Explaining that the variables of product quality and service quality have an influence on customer satisfaction by $F_{count} > F_{table}$ or $F_{count} 3.93 > F_{table} 2.35$.
5. Arfiani Bahar and Herman Sjaharuddin, 2015, explained that the variables of product quality and service quality affect consumer satisfaction by $F_{count} > F_{table}$ of $24.954 > 3.97$.
6. Teguh Iman Saputra Nasution and Tri Kurniawati, 2018, explained that product quality and service quality affect consumer satisfaction by $F_{hit} > F_{table}$ or $24,954 > 3.94$.

2.6. Premise.

The premise is structured to make it easier to form logical thinking by looking at theoretical studies and research that has been done previously.

Premises are the basis of logic as a form of reasoning process that seeks to connect two different propositions in drawing conclusions.

The premise can also be said as a form of scientific logic that contains statements in forming a hypothesis.

On this basis, the premise of this research was built by looking at theoretical studies and previous research, namely as follows:

Premise 1

Tias Windarti and Mariaty Ibrahim, 2017, Explaining that the results of their research show that product quality and service quality simultaneously have an effect on customer satisfaction with an R Square value of 0.561 or 56, 1% the remaining 43.9% is influenced by other factors.

Premise 2

Monica Maria and Mohamad Yusak Anshori, 2003, explained that the variables of product quality and service quality have an influence on customer satisfaction by $F = 0.63$ or 63%.

Premise 3

Basrah Saidani, 2012, explains that there is an influence between product quality and service quality on customer satisfaction and buying interest at the Ranch Market of R Square of 0.40 or 40%.

Premise 4

Tatang Muliwana and Risma Dewi Nurmalasari, 2017, Explaining that the variables of product quality and service quality have an influence on customer satisfaction by $F_{count} > F_{table}$ or $F_{count} 3.93 > F_{table} 2.35$.

Premise 5

Arfiani Bahar and Herman Sjaharuddin, 2015, explained that the variables of product quality and service quality have an effect on consumer satisfaction by $F_{count} > F_{table}$ of $24.954 > 3.97$.

Premise 6

Teguh Iman Saputra Nasution and Tri Kurniawati, 2018, explained that product quality and service quality affect consumer satisfaction by $F_{hit} > F_{table}$ or $24,954 > 3.94$.

2.7. Hypothesis.

Based on the background, theoretical basis and results of previous research as well as the framework of thinking and premise, the following hypotheses can be made:

1. There is an influence between the quality of production on customer satisfaction.
2. There is an influence between service quality on customer satisfaction.
3. There is an influence between production quality and service quality on customer satisfaction.

3.1. Research Time and Place.

3.1.1. Research Time.

The object of this research in general explains the analysis of the influence between the independent variable and the dependent variable, namely the Production Quality Variable (X1), Service Quality Variable (X2) and Customer Satisfaction Variable (Y).

This research was conducted from June to August 2020 starting from the preparation stage, implementation stage and reporting stage.

3.1.2. Research Place.

This research was conducted at Sejiwa Cafe JL.Sudirman Simp. Jengkol Tree Next to Sarisunda Restaurant, Duri City.

3.2. Population And Sample

3.2.1. Population.

The population is the object of research that is used as input data to answer the influence of the independent variable on the dependent variable.

The population is also the unit of analysis that will be used as data that is adapted to the problem being solved by the researcher.

3.2.2. Sample.

To conduct this research to make it easier for researchers to take samples from the research population, namely customers who are culinary connoisseurs at Sejiwa Cafe.

Wiratna Sujarweni, 2018, said that the sample is part of a number of characteristics possessed by the population used for research.

The sampling technique used in this study was probability sampling with a simple random sampling approach.

According to Sugiyono in HD. Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, explaining that probability sampling is a sampling technique that provides equal opportunities for all members of the population to be selected as sample members.

Then according to Sugiyono in HD. Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, also explained that simple random sampling is a method or method of taking samples from the existing population which is done randomly without regard to the levels in the population elements.

3.3. Data Collection Technique.

Collecting data using a tool called a research instrument taken from data sources.

Sources of data in this study are all customers who come to enjoy food and drinks at Hans Café.

The research instrument must be tested to see its validity and reliability so that an overview of the problems encountered can be obtained.

According to Suhaimi Arikunto, 1995, in Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, explained that the research instrument is a tool chosen and used by the researcher in his activities to collect data systematically.

Data collection techniques in this study were carried out in the following ways:

1. Observation is an activity carried out directly to the field to see the phenomena that exist in the object of research so that they can see the real situation.

2. Interviews, namely by communicating directly with respondents so that they get information about the phenomena that exist in the object of research.

3. Questioner, which is to provide a list of questions or statements to respondents at random with the aim of obtaining accurate data related to the research being conducted.

4. Research to libraries is to look for reference sources, both books, magazines, newspapers and journals to support the theories used as the basis for strengthening the theory in this study.

4.1. Effect of Product Quality on Customer Satisfaction.

Based on the results of data processing using the SPSS 16 program in Table 4.3. it is known that the T count for product quality is 0.919 or 91.9%, meaning that product quality has an effect of 91.9% on customer satisfaction.

This means that Hans Café really gives creating a good taste for the food and drinks served at Hans Café so that it can really be felt by customers.

This condition must be maintained and even improved the quality of the products in Hans Café so that customers will pass this information on to others about the quality of food and beverages at Hans Café.

4.2. The Effect of Service Quality on Customer Satisfaction.

Then based on the processed data through the SPSS 16 Program which is presented in Table 4.3, it is explained that the T count for Service Quality is 0.027 or 2.7%.

This can explain that the quality of service affects customer satisfaction by 2.7%.

Here the Hans Café needs to pay attention to the quality of service again because the value of T count is very small at 2.7%.

4.3. Effect of Product Quality and Service Quality on Customer Satisfaction.

Based on the results of data processing using the SPSS 16 program, it is known that the F test results are 0.50 or 50% meaning that product quality and service quality affect customer satisfaction by 50%.

5.1. Conclusion.

1. The effect of product quality on customer satisfaction is T count 91.9% where product quality really has a big influence on customer satisfaction at Hans Café.
2. The effect of service quality on customer satisfaction is T count 2.7% where product quality

only contributes a small amount to customer satisfaction.

3. The effect of product quality and service quality on customer satisfaction is F count of 50% where together product quality and service quality have an influence on customer satisfaction.

5.2. Suggestion.

1. Although product quality has had a huge impact on customer satisfaction, Hans Café still has to maintain the quality of existing food and beverage products and even further improve the quality of current products considering the many Café businesses in Duri City.
2. The quality of service needs to be improved again because the results are very small at 2.7% where consumers also need to get good service so that consumers can feel satisfied with the services provided.

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