

Influence of Product Quality and Service Quality on Customer Satisfaction

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ABSTRACT

In producing a product, the quality of the product is something that must be done by the company so that consumers will feel satisfied with the product that will be used by the customer.

Product quality will have an influence on customer satisfaction so that the use of the product will occur at a later time because there is satisfaction.

In addition to product quality that will be felt by customers, it is also necessary to provide good service to customers so that customers feel well served by the company or service provider.

Respondents who serve as the population and research samples are customers Cafe Hans as many as 72 people.

The results of the study explain that the effect of product quality on customer satisfaction is T count 91.9% where product quality really has a major influence on customer satisfaction at Hans Café, the effect of service quality on customer satisfaction is T count 2.7% where product quality only gives a small contribution to customer satisfaction and the influence 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.

KEYWORDS: *Product Quality, Service Quality, customer satisfaction.*

PRELIMINARY

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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Coffee is present in the midst of society both in urban and rural areas and in various countries the need for coffee is very much demanded by the world community.

Brazil is one of the largest coffee producing countries in the world and is followed by Indonesia as a coffee producer in the world, therefore coffee is not foreign to the world community, especially Indonesia.

We can see in everyday life in various places in Indonesia that coffee is always sold in shops and cafes in cities and villages because our people are happy to enjoy coffee in Indonesia.

Indonesia is a producer of coffee in the world so that the raw materials for making coffee are not difficult to obtain because in all regions in Indonesia we can easily get coffee.

With so many coffee raw materials, it will be easier for coffee blenders to make different coffee blends

that are in great demand by young and old, both men and women.

For people who love coffee, it is difficult to forget the taste of coffee and they can be attracted to coffee by inhaling the aroma of the coffee taste.

With the aroma of coffee taste will cause a person to become a coffee lover and become a binder of himself for the coffee so that the person becomes addicted to drinking coffee.

Currently very developed in big cities in Indonesia Cafes that provide various flavors of coffee that are in demand by various generations, both the younger generation and the elderly as well as men and women.

The people of the city of Duri are also fans of coffee drinks where we can see this easily on all major streets of Koa Duri, there are many Warungs and Cafes that provide coffee drinks.

One of the cafes where people enjoy coffee in Duri City is Sejiwa Cafe which is located on Jl. General Sudirman Simp. Jengkol Tree Before Sarisunda Restaurant, Duri City.

The development of the Cafe business explains that there are many people who enjoy coffee with various flavors sold by coffee traders.

By looking at the growing business opportunities in the culinary world, especially coffee, many businesses have sprung up that are engaged in selling coffee.

One of the cafe businesses that sells coffee drinks is Sejiwa Cafe which sells coffee drinks and other foods.

Coffee drinker satisfaction 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.

This kind of emotional bond allows the business to understand carefully the expectations and specific needs of the customer.

So service and customer satisfaction is the main goal in business because without customers the business will not exist, if service is not a top priority it will result in the failure of the sale of products or services so as to reduce profitability, the customer is the key to profit. Therefore, companies are required to be able to give a deep impression to consumers by providing satisfaction to their customers through their performance in accordance with the quality of products and the quality of services offered.

Product quality in general, the product is everything that can be offered by producers to be noticed, requested, sought, purchased, used or consumed by consumers as a fulfillment of the needs or desires of the relevant market.

FORMULATION OF THE PROBLEM

Based on the background described above, it can be concluded that the formulation of the problem is as follows:

1. How much influence product quality has on customer satisfaction.
2. How much influence service quality has on customer satisfaction.
3. How much influence product quality and service quality have on customer satisfaction.

RESEARCH PURPOSE

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

BENEFITS OF RESEARCH

1. To develop knowledge in the field of marketing in the object of this research.
2. To be used as recommendations for other researchers in conducting the same research in different places.

LITERATURE REVIEW

Product quality

In producing a variety 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.

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 properties and characteristics that determine the extent to which the output can meet the requirements of customer needs or assess to what extent these characteristics and characteristics meet their needs.

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.

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

Kotler in Alma, 2007, revealed that service quality is a company's way of working that seeks to continuously improve the quality of processes, products and services produced by the company.

Meanwhile, according to Tjiptono (2007), service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations.

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.

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

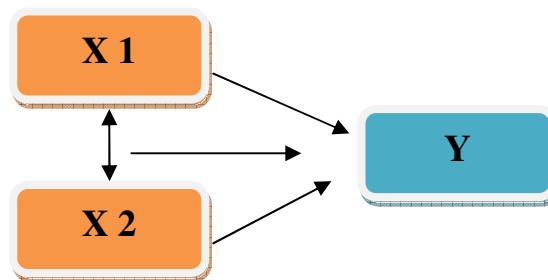
Consumer satisfaction is the level of feeling in which a person states the results of a comparison of the performance of the product/service received and expected. (Ratnasari and Aksa, 2011).

The level of customer satisfaction will have an impact on the income of the institution or company where the community has a choice of where they want to get products, programs and services (eg community service centers that rent out facilities for meetings and workshops competing with hotels and conference centers). (Nandan Limakrisna, Wilhelmus Hary Susilo, 2018).

RESEARCH METHODS

Conceptual Framework

By looking at previous research that has been carried out by previous research, it can be formulated a conceptual framework as follows:



Information:

X 1 = Product Quality.

X 2 = Quality of Service.

Y = Customer Satisfaction.

RESEARCH 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.

TYPES OF RESEARCH

This type of research is causal associative research which explains how the influence of the independent variables on the dependent variable either partially or simultaneously.

Population and Sample

The population in this study are customers who come to enjoy culinary at Sejiwa Cafe which as a whole serve as the population in collecting data in the study.

According to HD. Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, explained that the population is a unitary object or subject related to research and of course adapted to the root of the problem at the place of conducting research on the problems that occur.

The population in this study is used as respondents who will become research data through a questionnaire that will be distributed and answered back by the respondents.

In this study, researchers have criteria, namely the respondents in this study are customers who at the time of the research were or had visited Sejiwa Cafe.

To determine the number of samples from the population in this study used the Slovin formula proposed by Budi Setiawan, 2013, as follows:

$$n = \frac{N}{N.e^2 + 1}$$

Information:

N = Sample Size

N = Population Size

e = tolerable error rate (usually 0.01, 0.05, or 0.1).

Data Analysis Method

In this study, the data analysis used was statistical analysis of multiple linear regression with SPSS 16 tools.

RESULTS AND DISCUSSION

Data Description

Data collection was carried out through questionnaires which were distributed to customers who came to enjoy food and drinks at Hans Café.

The results of the questionnaire were carried out by 72 people who were randomly distributed to all customers who came to enjoy food and drinks while relaxing at Hans Café.

Classic Assumption Test Results

In the classical assumption test, namely the normality test, it can be explained that all data are normally distributed and there is no multicollinearity and heteroscedasticity.

T Test Results (Partial Test).

1. The 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 influence of 91.9% on customer satisfaction.

This means that Hans Café really creates 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 convey this information to others about the quality of food and beverages at Hans Café.

2. The Effect of Service Quality on Customer Satisfaction.

Then based on the processed data through the SPSS 16 Program 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 because the T count is very small at 2.7%.

F Test Results (Simultaneous Test).

3. The 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%.

CONCLUSIONS AND RECOMMENDATIONS

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.

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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