

The Effect 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.

Abstrak: Dalam menghasilkan suatu produk, kualitas produk merupakan sesuatu yang harus dilakukan oleh perusahaan agar konsumen akan merasa puas dengan produk yang akan digunakan oleh pelanggan. Kualitas produk akan berpengaruh pada kepuasan pelanggan sehingga penggunaan produk akan terjadi di lain waktu karena ada kepuasan. Selain kualitas produk yang akan dirasakan oleh pelanggan, juga perlu memberikan pelayanan yang baik kepada pelanggan agar pelanggan merasa terlayani dengan baik oleh perusahaan atau penyedia layanan. responden yang menjadi sampel populasi dan penelitian adalah pelanggan Cafe Hans sebanyak 72 orang. Hasil penelitian menjelaskan bahwa pengaruh kualitas produk terhadap kepuasan pelanggan adalah T count 91,9% dimana kualitas produk sangat berpengaruh terhadap kepuasan pelanggan di Hans Café, pengaruh kualitas layanan terhadap kepuasan pelanggan adalah T count 2,7% dimana kualitas produk hanya memberikan kontribusi kecil terhadap kepuasan pelanggan dan pengaruh kualitas produk dan kualitas layanan terhadap kepuasan pelanggan adalah F count sebesar 50% dimana bersama-sama Kualitas produk dan kualitas layanan berpengaruh terhadap kepuasan pelanggan.



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INTRODUCTION

Human needs can be met with various products that exist on earth as a fulfillment of human needs as a fulfillment of the needs of man's life. Humans will seek their life satisfaction by enjoying products produced by humans from various places. One of the natures of man is infinite satisfaction, so that with the infinity of human satisfaction results in the human being trying to be creative with various innovations to create products and services that will be enjoyed by man to satisfy his needs.

Of the many products produced by humans to meet their needs are coffee products that some of the 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. 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 requested 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 unfamiliar 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 in cafes in cities and villages because of the pleasure of our people enjoying coffee in Indonesia. Indonesia is a coffee producer in the world so that raw materials for making coffee are not difficult to obtain because in all regions in Indonesia we easily get coffee. With the large number of coffee raw materials, it will make it easier for coffee compounders to make different coffee concoctions 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 by coffee by inhaling the aroma of the coffee taste.

With the aroma of coffee flavor, it will cause a person to become a coffee connoisseur and become a binder for himself to the coffee so that the person becomes addicted to drinking coffee. Currently very developed in big cities in Indonesia Cafes that provide a variety of coffee flavors that are in

demand by various generations both the younger generation and the elderly as well as men and women.

The people of Duri city are also many fans of coffee drinks where we can easily see this throughout the main street 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. Jendral Sudirman Simp. Jengkol Staples Before Sarisunda Restaurant Duri City. The development of the Cafe business explains that there are many coffee connoisseurs with various flavors sold by coffee merchants. By seeing the growing business opportunities in the culinary world, especially coffee, many businesses have emerged 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. 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 service we have provided to consumers who have become the expectations of consumers as coffee drinkers. Service is very important to be considered by Cafe entrepreneurs because if you provide good service to customers and create a sense of satisfaction in customers, it will result in consumers coming back to taste coffee drinks and our service.

Quality is an added value for the products and services provided to customers and is in the form of a special motivation for consumers to establish a good relationship between entrepreneurs and customers. This kind of emotional bond allows the business to carefully understand the specific expectations and needs of customers the long-term bond of mutually beneficial relationships in the business. So service and customer satisfaction are the main goals in business because without customers the business will not exist, if service is not the top priority it will result in the failure of sales of products or services so as to reduce profitability, customers are the key to achieving profits. Therefore, companies are required to be able to give a deep impression to consumers by providing satisfaction to their consumers through their performance in accordance with the quality of products

and the quality of services offered. Product Quality in general products are everything that can be offered by producers to be noticed, requested, sought after, purchased, used or consumed by consumers as a fulfillment of the needs or desires of the market concerned. Product quality is all the provisions that have been established in relation to the quality characteristics of the product necessary to satisfy the desires and expectations of consumers. Coffee entrepreneurs must maintain the quality of their coffee and always strive to make new breakthroughs in producing varied coffee flavors that are tailored to customer satisfaction. With the invention of different coffee flavors, it will create new customers or new consumers as connoisseurs of coffee flavors so that there will be more subscriptions to taste the coffee drinks we sell.

With the increase in our subscription in enjoying coffee will result in our business getting bigger and of course we will have more and more profits. In general, quality will be related to the consumer satisfaction it receives when the consumer uses the product he uses. Quality is also defined as "the overall features and characteristics of a product or service 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 professionally 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.

With the improvement of service quality will result in a sense of satisfaction with subscriptions where service satisfaction is really felt while drinking coffee sold to consumers. With the satisfaction of the service provided by the coffee seller will result in customer satisfaction which he will convey again to others that the coffee drink seller provides good service to consumers. According to Kasmir, 2005, explaining that service is as an act or deed of a person or entrepreneur to provide satisfaction to

customers or consumers. The sellers of coffee or other beverages will provide good service to consumers so that consumers will feel satisfaction with the coffee products they drink and the quality of services provided by entrepreneurs to their consumers.

Good service is the company's ability to provide services that can provide satisfaction to customers with the minimum standards set by entrepreneurs.

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

The satisfaction felt by consumers will depend on the quality of products and services as well as the satisfaction of the services provided by the service provider to the service user to the consumer. Employees must always be motivated to work well through the form of service provided to consumers so that consumers' satisfaction can really be felt. Consumer satisfaction is one of the musts to be considered by every company, especially in the culinary business sector in running its business to keep consumers from going to other places.

We can see simply about the satisfaction given by culinary entrepreneurs to their consumers where the crowds in each Cafe will explain that consumer satisfaction can be answered in the crowds of people who come to enjoy the taste of drinks and food sold by culinary entrepreneurs.

Consumer satisfaction must be maintained by culinary entrepreneurs to maintain the loss of consumers through product quality and quality of service provided to consumers. The success of consumers will result in great losses for culinary entrepreneurs because of the loss of profits they will get.

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 public. 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) explained that a product is everything good that is physical that can be offered to consumers to meet their wants and needs. Then Garvin and A. Dale Timpe (in Alma, 2011) explained that quality is the advantage possessed by the product. (Tjiptono, 2008) explains that quality is a combination of traits and characteristics that determine the extent to which outputs can meet the prerequisites of a customer's needs or assess to how far those traits and characteristics meet their needs. Quality is the expectation of a process of producing goods and services that have good value to be felt by consumers in meeting their living needs. According to Kasmir, (2011) good service is the company's ability to provide services that can provide customer satisfaction with predetermined standards.

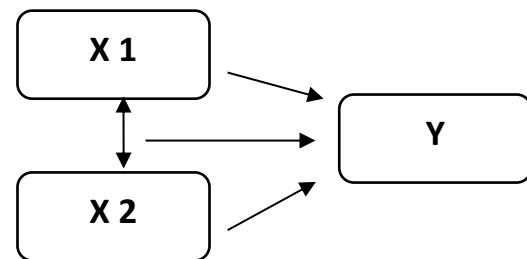
Kotler in Alma, 2007, revealed that service quality is a way of working for companies that strive to make continuous quality improvements to the processes, products and services produced by the company. Meanwhile, according to Tjiptono (2007), service quality is an effort to meet the needs and desires of consumers and the accuracy of delivery in offsetting consumer expectations. 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 customers feel satisfied.

Consumer satisfaction is the level of feeling where a person expresses 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 institutions or companies where people have a choice of where they want to get products, programs and services (e.g. community service centers that rent out their facilities for meetings and workshops compete with hotels and conference centers).

(Nandan Limakrisna, Wilhelmus Hary Susilo, 2018)

RESEARCH METHODS

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



Information:

X 1= Product Quality.

X 2 = Service Quality.

Y= Customer Satisfaction.

Research Hypothesis

Based on the background, theoretical basis and results of previous research as well as thinking and presmressive problems, hypotheses can be made as follows: (1) There is an influence between production quality and customer satisfaction; (2) There is an influence between the quality of service and customer satisfaction; (3) There is an influence between production quality and service quality on customer satisfaction.

Types of Research and Population/Sample

This type of pnelitian is a causal associative study that explains how the influence between independent variables on dependent variables both partially and simultaneously. The population in this study was customers who came to enjoy culinary at Sejiwa Cafe which as a whole was used as a population in data collection in the study. According to HD. Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, explained that population is a unity of objects or subjects related to research and of course adjusted to the root of the problem at the place of

conducting research on the problem that occurs. The population in this study is used as respondents who will become research data through questionnaires that will be shared and answered again by respondents. In this study, researchers have a criterion, namely that the respondents in this study are customers who at the time of the study were or had visited Sejiwa Cafe. To determine the number of samples from the population in this study, the Slovin formula proposed by Budi Setiawan, 2013, is used as follows:

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

Information:

N= Sample Size

N= Population Size

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

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

RESULTS AND DISCUSSION

Data Description

Data collection is carried out through questionnaires who are distributed to customers who can enjoy food and drinks at Hans Café. The results of the questionnaire distribution 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.

Classical 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 heteroskedasticity.

The Effect of Product Quality on Customer Satisfaction.

Based on the processed data using the SPSS 16 Program in Table 4.3, it is known that T count for product quality of 0.919 or 91.9% means that product quality has an influence

of 91.9% on customer satisfaction. This means Hans Café really gives a good taste over 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 products in Hans Café so that customers will convey this information to others about the quality of food and drinks in Hans Café.

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 calculation for Service Quality is 0.027 or 2.7%. This can explain that the quality of service affects customer satisfaction by 2.7%. Here Hans Café needs to pay attention to the quality of service because the calculated T value is very small at 2.7%.

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

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

CONCLUSION

The conclusion is; 1) The effect of product quality on customer satisfaction by T count 91.9% where product quality really has a great influence on customer satisfaction at Hans Café; 2) The effect of service quality on customer satisfaction is 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 by F count by 50% where together product quality and service quality have an influence on customer satisfaction.

SUGGESTION

Although product quality has had an influence on customer satisfaction that is very large, Hans Café still has to maintain the quality of food and beverage products that

exist today and even further improve the quality of current products considering the many Café businesses in Duri City. 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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