CUSTOMER SATISFACTION IN TERMS OF PRODUCT QUALITY, SERVICE, BRAND IMAGE THE HARVEST CAKE SLAMET RIYADI

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Abstract: *The purpose of this study was to determine the effect of product quality on The Harvest Cake Slamet Riyadi customer satisfaction, the effect of service on The Harvest Cake Slamet Riyadi customer satisfaction, and the effect of brand image on The Harvest Cake Slamet Riyadi customer satisfaction. This study was carried out at The Harvest Cake Slamet Riyadi. The quantitative descriptive research design is used in this study. With 100 respondents, the population is unlimited. The sampling technique uses accidental sampling. A questionnaire is used to collect data. The statistical analysis technique utilized is the classical assumption test, multiple linear regression test, t test, and test the coefficient of determination.   The findings revealed that partially product quality, service, and brand image have an impact on consumer happiness at The Harvest Cake Slamet Riyadi. The test results for the coefficient of determination obtained an Adjusted R2 value of 0.483 or 48.3%, indicating that the variables of product quality, service, and brand image influence The Harvest Cake Slamet Riyadi's customer satisfaction, while the remaining 51.7% is influenced by other variables outside of this study.*

Keywords: *Product Quality, Service, Brand Image, Customer Satisfaction*

1. Introduction

Business owners face incredibly quick business growth as well as fierce competition. Every businessperson in every field must be adaptable to changes and prioritize their clients' requirements. Attempting to achieve the goal of attracting and retaining clients is a criteria that a business must meet in order to succeed in a competitive market. When actual performance or product results are compared to those promised, customer satisfaction can be determined. Customers feel dissatisfied when the product falls short of their expectations. However, if the product meets expectations, the customer will be satisfied. Customers who are pleased with a company's products or services are more inclined to return. Customer happiness is an important factor for organizational performance, especially in service industries such as bakeries. Customer satisfaction can be measured using a variety of methodologies, including customer satisfaction surveys, customer interviews, and analysis of customer transaction data.

Product quality is an important consideration in the cake industry. Customer contentment, trust in the cake shop, and chance of purchasing products from this shop in the future will all be influenced by high product quality (Darmawan, 2019). Customers who are delighted with the cake shop's product are more likely to return and promote it to others. Customers will also consider the cake shop as more professional and trustworthy if the products are of high quality (Poluan *et al*., 2021). A few factors that influence the quality of cake shop products are the ingredients used, the manufacturing procedure, and the storage system. If the manufacturing

process is unclean or the materials used are of low quality, the completed product will not satisfy the buyer. Furthermore, poor storage practices can degrade a product's quality by allowing it to spoil or become contaminated with other substances. To increase client delight, cake stores must ensure that the goods they sell are of great quality. This can be accomplished by employing high-quality materials, ensuring a clean manufacturing process, and carefully storing the product to avoid injury. Cake stores must also be able to provide polite, efficient service in order for customers to be satisfied with their purchasing experience. Good service is essential in developing client satisfaction in a cake business.

Customers who feel valued and well-cared for are more likely to return to the store and refer others to it (Tarigan *et al*., 2021). Furthermore, providing excellent customer service will boost the cake shop's credibility and professionalism in the eyes of its customers (Vicky *et al*., 2021). A variety of factors influence cake shop service, including the staff's abilities and attitudes, the pace of service, and the amenities given. If the staff members on duty do not have good skills and attitudes, the customer will be anxious and dissatisfied with the service. Slow service times can also reduce customer satisfaction, especially if clients must wait an unreasonable period of time to purchase the desired goods. Inadequate amenities, such as a lack of storage space or a lack of seats, can also reduce consumer happiness. To increase customer happiness, cake shops must ensure that the services they provide please customers. This can be accomplished by providing competent and courteous workers, timely and efficient service, and enough client amenities. Cake retailers must be able to respond to customer concerns quickly and efficiently in order for customers to be satisfied with their shopping experience at the store.

Customers' impressions of a cake shop's brand can influence their level of enjoyment. Customers are more inclined to return to a company if they have a positive opinion of the brand and are confident and satisfied with the things they receive. A bad brand reputation, on the other hand, can harm the cake business by diminishing consumer pleasure (Usvela *et al*., 2021). A brand's perception can be influenced by a variety of things, including advertising campaigns, product quality, and customer service. Furthermore, extraneous elements such as referrals from others or customer reviews posted on social media or review websites can shape brand image (Rizkawati *et al*., 2022). Cake shops must be cognizant of their brand image in order to boost customer satisfaction. This can be accomplished through providing high-quality goods and services, as well as marketing the cake business successfully. Cake companies must also be able to maintain their brand's reputation by listening to customer feedback and suggestions, addressing issues as they arise, and doing it in a way that keeps customers satisfied.

In 1999, Slamet Riyadi opened a cake business in Yogyakarta called The Harvest Cake by Slamet Riyadi. Initially, this bakery only offered standard pastries such as sponge cakes, lapis lazuli, and so on. The Harvest Cake Slamet Riyadi, on the other hand, has expanded its offers by incorporating more modern cake variations, such as birthday cakes, pastries, and others. The Harvest Cake Slamet Riyadi is a well-known cake shop noted for its premium offerings. The Harvest Cake Slamet Riyadi also has a good storage system, which keeps the marketed items from getting damaged or spoiling. The Harvest Cake Slamet Riyadi places a great value on customer satisfaction. As a result, this store continually aims to provide the best service possible to customers, from ordering through product delivery. Furthermore, The Harvest Cake Slamet Riyadi continues to develop new products in response to consumer demands and preferences, and it pays close attention to customer feedback and suggestions in order to improve the quality of its goods and services.

Literature Review
Customer Satisfaction

According to Tjiptono (2017: 45), customer happiness is a critical component of modern marketing theory and practice. Customer satisfaction, according to Kotler (2014: 150), is defined as "emotions of pleasure or disappointment that appear after comparing the performance (or outcomes) of the in-question product with the performance (or results) predicted." A customer who recognizes the value of a product or service is likely to be a customer for a long time. According to Vicky *et al* (2021), customer satisfaction is the degree of the consumer's experience after comparing what he receives to his expectations. Another definition of customer satisfaction is the assessment of a product's or service's attributes, or even the product or service itself, which pertains to how efficiently a thing or service meets a customer's needs (Usvela *et al*, 2019). According to several of the definitions provided above, customer satisfaction refers to how a person feels about a product or service after utilizing it in comparison to his or her expectations.

Product Quality

According to Kotler and Keller (2016: 37), a product's ability to perform its functions, which include durability, dependability, and precision, is a measure of the product's overall quality. The quality of a company's goods or services must always be enhanced because doing so can raise consumer satisfaction and drive repeat purchases. According to Arumsari (2012: 45), the quality of a product refers to the aspects that make an item or outcome fit the goal for which it was created. Product quality is assumed to influence consumer happiness as well as purchasing decisions; if a product is good, consumers will be able to perceive it clearly (Darmawan, 2019). Product quality refers to a product's ability to perform its intended function. This also includes the product's overall robustness, dependability, accuracy, ease of use, and repairability (Poluan et al., 2021). According to several of the definitions given above, product quality is a feature of a good or service that qualifies it for its intended use. It is clear from the product's ability to perform its intended function, including its robustness, precision, and repairability.

Service

Kasmir (2017: 47) defines services as "activities or actions of a person or organization with the intention of bringing happiness to consumers or employees." According to Arianto (2018: 83), service can be described as prioritizing meeting demands and requirements as well as completing timelines in order to meet client expectations. The entire quality revolution is viewed through the lens of service quality, which is taken into account and developed into an idea that needs to be formalized (formulation) so that its implementation (implementation) can be re-tested (evaluated), becoming a dynamic and continuous process in achieving customer satisfaction (Vicky *et al*., 2021). According to Yanti and Puja (2021), quality customer service is defined by every step a company takes to meet a client's expectations. According to several of the definitions mentioned above, service is an action or set of actions that strives to satisfy the client's wishes, demands, and expectations.

Brand Image

Keller (2013: 51) defines brand image as the consumer's perception of a brand as a reflection of pre-existing brand associations in the consumer's mind. Brand image, according to Abdul and Prawinegoro (2015: 49), relates to what customers believe about a company. This is how a customer describes how they feel when they think about the brand. The impressions of consumers or clients of a given brand are logical and intuitive (Rizkawati *et al*., 2022). According to Usvela *et al*., (2019), brand image is a type of connection that develops in consumers' minds when they think of a specific brand. The relationship could be due to brand

memory. Researchers can infer from a few of the descriptions above that a brand image is a mental link that arises in customers' thoughts when they think about a specific brand and can take the form of brand memory.

2. Research Method
Research Design
This study employs a quantitative descriptive methodology. The Harvest Cake Slamet Riyadi is the study location; it is located in Jl. Slamet Riyadi No. 330, Sriwedari, Kec. Laweyan Surakarta, Central Java 57161. The research was carried out between December 2022 and February 2023.

Population, Sample, Sampling Technique
The study's sample of 100 respondents is indefinitely huge. In this study, the Non-Probability Sampling Technique, also known as Accidental Sampling, was used to sample.

Data Collection Techniques
The Harvest Cake Slamet Riyadi customers supplied information for this study using a questionnaire.

Operational Definition of Variables
Customer Satisfaction
Customer satisfaction refers to how a person feels about a product or service after using it and comparing it to his expectations. The following are indicators of happy customers: Customers have a commitment to repurchase, recommendations for willingness (word of mouth), building a brand (Vicky *et al*., 2021).
Product Quality
Product quality refers to the factors that make an item or service fit for its intended application. These characteristics include toughness, dependability, thoroughness, and repairability. The following are signs of a high-quality product: Performance, features, dependability, conformity to standards, durability, serviceability, aesthetics, fit, and finish (Darmawan, 2019).
Service
Service is an activity or behavior that aims to satisfy the client's demands and expectations as well as meet their needs. Dependability, responsiveness, certainty, empathy, and tangibleness are examples of service indicators (Ksatriyani and Djawoto 2019).

Brand Image
Brand image is what buyers think of when they think of a certain brand, and it might include brand memory. Image indicator variables for a brand include: brand is well-known, dependable, and has a favourable public perception (Usvela *et al*., 2022).

Data Analysis Techniques
The coefficient of determination test, multiple linear regression test, and the classical assumption test were utilized to analyze the data for this study.

3. Results and Discussion

3.1. Results

Classical Asumption Test

Normality Test

Table 1. Normality Test Results

Kolmogorov-Smirnov	Asymp. Sig. (2-tailed)	Limit	Information
0,085	0,071	0,05	Normal data

Source: Primary data processed by SPSS Statistics version 26, 2023

Based on the results of the normality test using the Kolmogorov-Smirnov, which reveal that the significance value is 0.071 > 0.05, it may be concluded that the residual data values are normally distributed.

Multicolinearity Test

Table 2. Multicolinearity Test Results

Variable	Collinearity Statistic		Information
	Tolerance	VIF	
Product Quality	0,723	1,383	Multicolinearity-Free
Service	0,702	1,424	Multicolinearity-Free
Brand Image	0,790	1,266	Multicolinearity-Free

Source: Primary data processed by SPSS Statistics version 26, 2023

According to the table, the independent variable has a tolerance value of > 0.1 and a VIF value of 10, indicating that there are no signs of multicolinearity.

Heteroskedasticity Test

Table 3. Heteroskedasticity Test Results

Variable	Sig. (P value)	Information
Product Quality	0,403	No hetroskedasticity occurs
Service	0,875	No hetroskedasticity occurs
Brand Image	0,290	No hetroskedasticity occurs

Source: Primary data processed by SPSS Statistics version 26, 2023

Based on the results of the heteroscedasticity test in the table above, all independent variables had Sig values greater than 0.05, implying that none of these independent variables exhibit signs of heteroscedasticity.

Multiple Linier Regression Test

Table 4. Multiple Linier Regression Test Results

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	1,700	1,830
Product Quality	0,127	0,056
Service	0,140	0,056
Brand Image	0,640	0,109

Source: Primary data processed by SPSS Statistics version 26, 2023

The multiple linear regression equation depicts the relationship between the dependent variable and three independent variables: product quality, service, and brand image. This regression

equation is as follows:

$$Y = 1.700 + 0.127X_1 + 0.140X_2 + 0.640X_3 + e$$

The multiple linear regression equation can be deduced as follows:

a. The constant value (Y) is 1.700, which implies the value used as a starting point or as a reference when the independent variables, namely Product Quality, Service, and Brand Image, have no influence. The constant in this regression equation is 1.700.

b. From the calculation of multiple linear regression coefficients (X1), the coefficient of the product quality variable (X1) = 0.127. This indicates that if the variables Product Quality, Service, and Brand Image are all constant (0), then adding the Product Quality variable increases Customer Satisfaction by 0.127. As a result, the variable of product quality has a positive relationship with customer satisfaction at The Harvest Cake Slamet Riyadi.

c. The coefficient of the service variable (X2) from the multiple linear regression coefficients (X2) calculation = 0.140. This demonstrates that if the variables of Product Quality, Service, and Brand Image are constant (0), then adding the Service variable increases Customer Satisfaction by 0.140. As a result, the service variable is positively related to The Harvest Cake Slamet Riyadi's Customer Satisfaction.

d. The calculated multiple linear regression coefficients (X3) brand image variable coefficient (X3) = 0.640. This demonstrates that if the variables of Product Quality, Service, and Brand Image are constant (0), then adding the Brand Image variable increases Customer Satisfaction by 0.640. As a result, the variable of product quality has a positive relationship with customer satisfaction at The Harvest Cake Slamet Riyadi.

e. Based on the findings of the multiple linear regression analysis, it is clear that the brand image variable has the most dominant influence on customer satisfaction, as the regression coefficient has the highest value among the other variables, equal to 0.640.

t-Test

Table 5. t-Test

Model	t_{count}	t_{table}	*Sig.*
Product Quality	2,263	1,984	0,026
Service	2,412	1,984	0,018
Brand Image	5,876	1,984	0,000

Source: Primary data processed by SPSS Statistics version 26, 2023

a. If the computation results demonstrate that $t_{count} > t_{table}$ (2.263 > 1.984) and a significant value (0.026 < 0.05), Ho is rejected. It may be concluded that the variable Product Quality (X1) has a partially positive and considerable effect on customer satisfaction (Y).

b. If the computation results indicate $t_{count} > t_{table}$ (2.412 > 1.984) and a significance value (0.018 < 0.05), Ho is rejected. It may be concluded that the service variable (X2) has a partially positive and significant effect on customer satisfaction (Y).

c. If the computation results demonstrate that $t_{count} > t_{table}$ (5.876 > 1.984) and there is a significant value (0.000 < 0.05), Ho is rejected. It may be inferred that the variable Brand Image (X3) has a partially positive and significant effect on customer satisfaction (Y).

The Coefficient Determination Test

Table 6. The Coefficient Determination Test Results

R	R Square	Adjusted R Square
0,706	0,499	0,483

Source: Primary data processed by SPSS Statistics version 26, 2023

The Adjusted R Square score is 0.483 based on the coefficient of determination (R^2) test results in the table above. This suggests that product quality, service, and brand image variables influence 48.3% of customer satisfaction at harvest cake slamet riyadi, while additional variables not described in this study influence the remaining 51.7%.

3.2. Discussion

The impact of product quality on customer satisfaction at The Harvest Cake Slamet Riyadi

When the computation results show that $t_{count} > t_{table}$ (2.263 > 1.984) and a significance value (0.026 < 0.05), Ho is rejected. It is possible to establish that the variable Product Quality (X1) has a positive and significant effect on customer satisfaction at The Harvest Cake Slamet Riyadi.

According to Darmawan (2019) research, product quality has a favorable and significant effect on consumer satisfaction. According to the research conducted by Poluan *et al*. (2021), product quality has a favorable and significant effect on consumer satisfaction.

The impact of service on customer satisfaction at The Harvest Cake Slamet Riyadi

If the computation results show that $t_{count} > t_{table}$ (2.412 > 1.984) and a significance value (0.018 < 0.05), then Ho is rejected. It can be inferred that the service variable (X1) has a positive and significant effect on customer satisfaction at The Harvest Cake Slamet Riyadi.

According to Tarigan *et al* (2021), service has a favorable and significant effect on customer satisfaction. According to the research conducted and Vicky *et al* (2021), service has a favorable and significant effect on customer satisfaction.

The impact of brand image on customer satisfaction at The Harvest Cake Slamet Riyadi

If the computation results show that $t_{count} > t_{table}$ (5.876 > 1.984) and a significance value (0.000 < 0.05), then Ho is rejected. It can be inferred that the service variable (X1) has a positive and significant effect on customer satisfaction at The Harvest Cake Slamet Riyadi.

According to Usvela *et al* (2021), brand image has a favorable and considerable effect on consumer satisfaction. According to Rizkawati *et al* (2021), brand image has a favorable and significant effect on consumer satisfaction.

4. Conclusion

Based on the findings of the previously described analyses and tests, the following conclusions can be drawn:

1. Product quality has a positive and considerable impact on customer satisfaction at The Harvest Cake Slamet Riyadi.
2. Service has a favorable and considerable impact on client satisfaction at The Harvest Cake Slamet Riyadi.
3. The Harvest Cake Slamet Riyadi's brand image has a positive and significant effect on consumer satisfaction.

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