

## ANALYSIS OF CUSTOMER SATISFACTION IN PURCHASING TRADITIONAL SERUNI BEVERAGE PRODUCTS ONLINE AT STIE SEMARANG STUDENTS

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**Abstract:** Traditional drinks are drinks that are formulated with ingredients that can nourish the body. This method is to analyze the effect of Product Quality, and Customer Satisfaction on Purchasing Decisions. The population in this study using accidental sampling is a number that is not known for certain. The sample used was Stie Semarang Student Customers, so the sample size was 50 Stie Semarang Student Customers. Analyzing this research data the methods used include classical assumptions, F and t tests, coefficients of determination and all using SPSS. The results of the classical assumption test show normal data, no heteroscedasticity and no multicollinearity. Then the results of multiple regression analysis showed that regression models can be used to predict buyback decisions based on t-tests. It can be concluded that product quality data and customer satisfaction have significant value because  $< 0.05$  so the hypothesis is accepted. In conclusion, there is a positive and significant influence of data, product quality, and customer satisfaction on purchasing decisions. Buy back the Traditional Seruni Drink product online at Stie Semarang Students.

**Keywords:** *customer satisfaction; Product Quality; Purchasing Decision*

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### 1. Introduction

In this era of globalization, online shopping activities have become a habit for the people of Indonesia. Online shopping is a shopping activity using online-based technology so there is no need to come to the place. Traditional drinks are drinks that are formulated with ingredients that can nourish the body (Amirullah, 2015). Traditional drinks can also be called health drinks because they are made of ingredients that are useful for nourishing the body, one example of a company engaged in traditional drinks is Seruni, which presents a variant of lemongrass flavor.

Purchasing decisions according to (Kotler, Philip., Keller, 2013) Consumers who form preferences between selected products. Then choose the most preferred and in carrying out the purchase consumers form five sub-decisions ranging from: brand, dealer, quantity, time and payment method. According to (Astuti et al., 2019) A purchase decision is successful if the consumer sees a need that can be met by the product offered by the seller or company. Consumers will realize that the product is able to meet their needs, then the consumer immediately buys and feels satisfied with the product. There are four factors that influence

purchasing decisions according to (Tiya et al., 2019) Namely: taking initiatives or consumers whose suggestions are taken into account in making decisions. The person who influences or the purpose of the purchase, the buyer or consumer who actually makes a purchase of the product and the use or the consumer who uses/consumes the product that has been purchased.

Consumer satisfaction is the most important thing, because many online stores provide benefits and promotions to increase customer satisfaction. According to loyalty marketing thinkers, if the company is able to provide services that can exceed consumer expectations and desires, then these consumers will definitely feel satisfied (Lenzun & Adare, 2014) Then according to (Kotler, Philip., Keller, 2013) Consumer satisfaction is the feeling of someone who appears either happy or disappointed arising from comparing the performance of product perceptions or results against consumer expectations, if performance can meet expectations, then consumers will feel satisfied and if they fail consumers feel disappointed. (Sari, 2020) Through a case study approach, this research will delve deeply into traditional Seruni drinks sold online against purchase. This study aims to analyze customer satisfaction in purchasing traditional Seruni beverage products online at Stie Semarang students.

## **2. Literature Review**

### **2.1. Online Marketing and Offline Marketing**

Online marketing is basically a marketing communication activity using internet media. While offline marketing is the process of selling goods and services directly where producers and consumers meet and the process of buying and selling transactions occurs. Online and offline businesses have many differences, especially in their marketing activities. Online businesses are considered to have cheaper costs in marketing and promotion, so you could say the capital is more affordable than offline activities that require large capital. However, it turns out that what distinguishes offline and online businesses is not only distinguished from marketing, but also marketing target consumers. Here are the differences: a) Target reach, b) Marketing strategies for both online and offline businesses, c) Brand recognition for online and offline businesses, d) *Customer experience*

### **2.2. Purchasing Decision**

According to (Tiya et al., 2019) explained that: Purchasing decisions are the most preferred brand buying activities but there are factors such as buyer intent or purchase decisions. Based on the conclusion of the purchase decision, it can be seen that the purchase decision is an activity to purchase a number of goods or services on the basis of information obtained regarding the product and immediately when needs and desires arise and the activity is information to make a purchase.

### **2.3. Customer Satisfaction**

According to (Kotler, 2016) in their book entitled Marketing Management states that: customer satisfaction is a sense of pleasure or disappointment that arises after comparing products with expectations. Based on some of the opinions above, it can be concluded that customer satisfaction or *customer satisfaction* has an important role in maintaining competition and market position. Customer satisfaction is the satisfaction obtained by customers for the goods or services they buy. If the customer is satisfied, it will affect the customer's relationship with the company which is increasingly harmonious, this condition will bring customers to continue to repurchase the company's products (Hermawan & Harjatno, 2022).

### **2.4. Product**

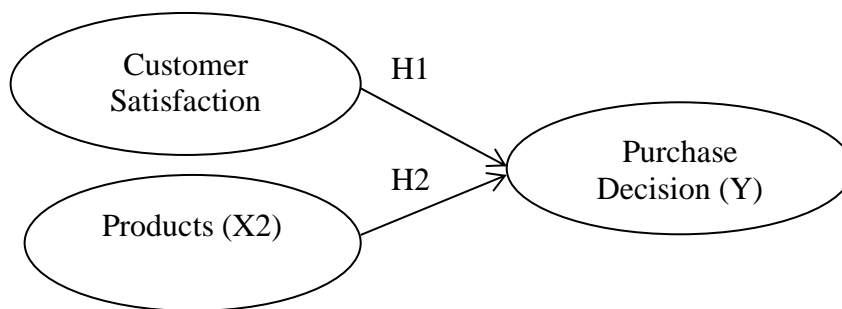
According to (Kotler, 2016) in a book entitled Marketing Management states that:

Various things that can be offered by consumers in the market so that the needs and desires of consumers can be satisfied. Products Consist of goods, & services, people, ownership and so on.

### Research Hypothesis

Based on the background that has been described, the author draws hypotheses in this study as follows: H1: There is an influence of Customer Satisfaction on the Decision to Purchase Traditional Seruni Beverage Products Online in Semarang STIE Students.; H2: There is an influence of the Product on the Decision to Purchase Traditional Seruni Beverage Products Online at Stie Semarang Students.

**Figure 1. Frame of Mind**



### 3. Research Methods

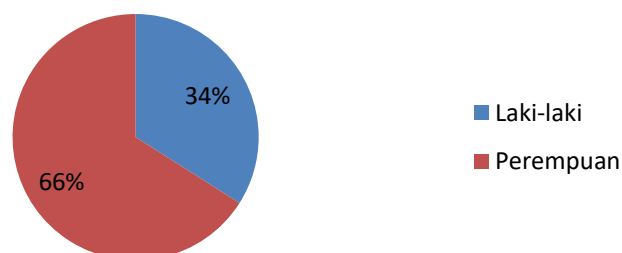
The survey method uses questionnaires or questionnaires in the form of gogle fom. According to (Sugiyono, 2014) *Exidental sampling* is an unknown number with certainty. This research aims to test: 1. Does customer satisfaction have an effect (X1) on purchasing decisions (Y). 2. Does the product (X2) influence purchasing decisions (Y). The population in this study is customers of Stie Semarang Students. The number of samples is determined so that it is assumed to be sufficient for the sample size, which is as many as 50 customers at Stie Semarang Students.

### 4. Results and Discussion

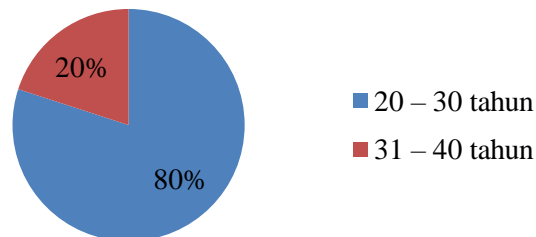
#### 4.1. Results

The following is an overview of respondents with a total sample of 50 respondents, this includes gender, age and education as this chart :

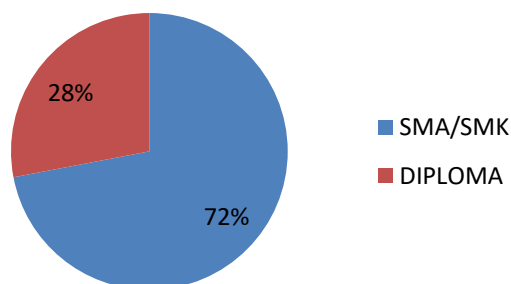
**Respondents by Gender**



**Respondents by Age**



**Respondents by Education**



Based on the results of data identification totaling 50 respondents in this study, it was explained that the frequency of respondents based on gender was at most 66.0% women with 72 people of productive age from 20 to 30 years of which 80.0% were students of STIE Semarang.

**Table 1. Validity Test**

Variable	Items	r calculate	r table	N	Ket
Customer Satisfaction	X1.1	0,764	0,243	50	Valid
	X1.2	0,771	0,243	50	Valid
	X1.3	0,705	0,243	50	Valid
Variable	Items	r calculate	r table	N	Ket
Product Quality	X2.1	0,575	0,243	50	Valid
	X2.2	0,671	0,243	50	Valid
	X2.3	0,778	0,243	50	Valid
	X2.4	0,665	0,243	50	Valid
Variable	Items	r calculate	r table	N	Ket
Purchasing Decision	X3.1	0,587	0,243	50	Valid
	X3.2	0,659	0,243	50	Valid
	X3.3	0,742	0,243	50	Valid
	X3.4	0,676	0,243	50	Valid

This explanation shows that each related research item has a positive value and its r count is > from the r table, that is, all of them exceed the value of 0.243. Thus, all statements on the three variables, totaling 11 statements, are declared valid.

**Table 2. Reliability Test**

No	Variable	Cronbach's Alpha	Ket.
1	Customer Satisfaction	0,800	Reliable
2	Customer Quality	0,665	Reliable
3	Purchasing Decision	0,762	Reliable

Based on the results of reliability test testing, the variables of all variables are said to be reliable because the value is > than 0.60.

**Table 3. Kolmogorov-Smirnov Z Normality Test Results**

Asymp. Sig. (2-tailed)	Information
0,700	Normal Distributed

*Source from SPSS*

Based on the Kolmogorov-Smirnov table above, it shows that the signya value is 0.700 > 0.05. So it is concluded that the regression model used has met or the data is normally distributed.

**Table 4. Test F  
ANOVAa**

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	101,807	2	50,904	32,741	,000b
Residuals	73,073	47	1,555		
Total	174,880	49			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Customer Satisfaction

Based on the data obtained a calculated F value of 32.741 > F table therefore the model is feasible to use.

**Table 5. Test t  
Coefficientsa**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,696	1,836		2,558	,013
1 Customer Satisfaction	,325	,113	,321	3,220	,005
Product Quality	,735	,091	,763	8,092	,000

a. Dependent Variable: Purchase Decision

The regression equation is obtained, namely.

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 4.696 + 0.325 + 0.735 + e$$

**Table 6. Coefficient of Determination Test  
Model Summary<sup>b</sup>**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763a	.582	.564	1,247

a. Predictors: (Constant), Product Quality, Customer Satisfaction

b. Dependent Variable: Purchase Decision

This explanation indicates that the *R Square* found is 0.582 which can be interpreted as the combined contribution of all variables positively affecting the repurchase decision variable by 58.2%. Meanwhile, 41.8% were explained by other factors that were not present in the study.

## **4.2. Discussion**

### **4.2.1. The Effect of Customer Satisfaction (X1) on Purchasing Decisions (Y)**

The results of the customer satisfaction variable hypothesis test obtained a calculated t value of 3.220  $t >$  table 1.676 and a signya value of 0.005 this study was made with criteria if the signya value  $< 0.05$ . So the hypothesis is accepted, so it is concluded that the customer satisfaction variable has a positive and significant effect on the purchase decision variable. This means that customer satisfaction influences purchasing decisions. Customer satisfaction is a person's level of perception after comparing product performance or perceived results with their expectations. The satisfaction felt by customers will encourage them to continue making purchases. Customer satisfaction is the feeling of satisfaction that customers receive with the goods or services they have purchased. If customers feel satisfied, this will have an impact on the customer's relationship with the company becoming more harmonious. This condition will lead customers to continue purchasing company products online.

### **4.2.2. The Effect of Product Quality (X2) on Purchasing Decisions (Y)**

The results of the product quality variable hypothesis test obtained a calculated t value of 8.092  $>$  t table 1.676 and a signya value of  $< 0.000$ . So the hypothesis is accepted, so it can be concluded that product quality has a positive and significant influence on purchasing decisions. Product quality can also be described by the overall characteristics and properties of goods and services that influence their ability to satisfy expressed and implied needs and desires, which are realized directly and online, or face to face between sellers and customers (Ninggrum & Purnama, 2021).

## **5. Conclusion**

Based on the results of previous research involving testing related hypotheses. Customer satisfaction, product quality and purchasing decisions for Seruni Traditional Beverage products Online can be concluded:

Customer Satisfaction has a positive and significant influence on the decision to purchase Traditional Seruni Beverage products Online, because the higher the level of customer satisfaction with the product, the greater their tendency.

Product Quality has a positive and significant influence on purchasing decisions for Seruni Traditional Beverage products Online, because high-quality products provide a sense

of security to consumers and increase their desire to buy Seruni Traditional Beverage products Online.

The suggestion for future researchers is to consider additional variables to improve the accuracy of research results. In addition, it is expected that this study can overcome existing limitations by applying other approaches, such as adding customer loyalty variables.

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