

## ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY FACTORS ON CONSUMER SATISFACTION (A case study at the Kremes Chicken Restaurant in Purwodadi)

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**Abstract :** In the Era of Globalization which has demanded a change in the old paradigm in all fields, one of which is a change in the modern business world. The increasingly fierce competition requires business people to maximize their performance through product quality and service quality in order to survive in business competition in creating customer satisfaction. For companies, customer satisfaction is one of the most important things in a product or service. The purpose of this study was to determine the effect of product quality and service quality on customer satisfaction at the Ayam Kremes Purwodadi restaurant. The population in this study were all consumers of Ayam Kremes Purwodadi restaurant in October as many as 1000 consumers. So that the sample obtained amounted to 70 respondents. The variable in this study is the independent variable (X) consisting of product quality, service quality and the dependent variable (Y) namely consumer satisfaction. Data collection method is done by distributing questionnaires. The method of analysis is the classical assumption test, multiple linear regression test, and hypothesis testing. From the research results show that the product quality variable has a significant effect on consumer satisfaction with a significant amount of  $0.014 < 0.05$ . Service quality has a significant effect on customer satisfaction by  $0.027 < 0.05$  so that statistical calculations partially show product quality variables, service quality has a positive and significant effect on consumer satisfaction. For the Ayam Kremes Purwodadi restaurant, it is expected to improve product quality, because the product quality variable has the lowest regression coefficient among other variables. Where when the product quality of a product increases, the level of trust in product consumer satisfaction will also increase

**Keywords:** *Product Quality, Service Quality, Consumer Satisfaction.*

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### 1. Introduction

In the current era of globalization, there are many advances and changes that occur in the modern business world. The changes that occur are marked by technological advances, lifestyles and mindsets of developing communities that cannot be separated from the influence of globalization. With these advances and changes, the community is indirectly required to be able to balance it. Companies that exist today are faced with a condition of fierce competition, only consumer-oriented companies have succeeded in attracting consumers. Along with the rapid development of the business world, many goods and

services have emerged that offer various advantages and uniqueness of each of these products and services. As a result, consumers have many choices in using goods and services offered by producers.

In recent years, the economic development in Indonesia has been increasing. This has an impact on people's lifestyles that are becoming increasingly modern. Changes in lifestyle today make people's mobility higher so that more and more people spend a lot of time outside the home. Family groups with sufficient economy prefer to eat outside the home by choosing a place that has a lot of menus on offer and a comfortable atmosphere such as in a cafe or restaurant. The restaurant business in Purwodadi is getting tighter as more and more restaurants are established to meet customer needs. The amount of public interest and the number of existing competitors make every restaurant try to provide a good experience for visiting customers. According to Remiasa and Lukman (2007), at this time the restaurant or cafe has become a shift in function that is more often used for gathering, socializing and exchanging ideas. So it can be said that the habit of eating and drinking outside has become an inseparable part of the life of modern society. So this condition makes restaurants grow, with the emergence of culinary businesses starting from small scales such as stalls and cafe tents, medium-scale food businesses such as depots, restaurants and cafes, until the food business in restaurants is growing, restaurants are required to not only focuses on the sales target, but more on paying attention to consumers and maintaining relationships with consumers. In order to survive in the midst of rampant competition, restaurants also need to ensure that consumers are satisfied and maintain sustainability with restaurants, taking into account several factors that affect customer satisfaction. According to Sumarwan (2002), a very large population has an important impact on the lives of Indonesian people. One of the important impacts is the fulfillment of very large food needs to meet the population's consumption. This has a positive impact on both entrepreneurs to see business opportunities and affects Indonesian consumers who are consumptive. On its journey, the Ayam Kremes Purwodadi restaurant experienced visible obstacles related to product quality and service quality. With the criticism and suggestions received by consumers.

Product quality is one of the marketers' main positioning means, product quality is a characteristic that depends on its ability to satisfy implied consumer needs (Kotler and Armstrong). Given that competition in the culinary field is growing, the restaurant must be good at determining and choosing the products produced by adjusting consumer tastes to make it more attractive to consumers. According to Kotler Armstrong (2004) states that product quality is closely related to the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, other valuable attributes. So product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs, is a combined understanding of reliability, accuracy, convenience, maintenance and other attributes of a product.

Service quality is simply a measure of how well the level of service provided can be realized in accordance with consumer expectations, in other words, service quality is the extent to which the service meets its specifications. Service quality is an effort to fulfill consumer needs and desires as well as the provision of delivery in balancing consumer expectations (Tjiptono, 2007). Service in this case is defined as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality aimed at the attitude and nature of providing services for customer satisfaction. Service quality (service quality) can be known by comparing the perceptions of consumers on the

services they actually receive / get with the services they actually expect / want on the service attributes of a company Restoran Ayam Kremes.

Purwodadi was chosen as the object of research, namely because the Kremes Purwodadi restaurant is in great demand by Purwodadi residents, the Kremes Purwodadi chicken restaurant always strives to provide good quality products and service quality at affordable prices for consumers. From the phenomena that occur, the authors are interested in conducting research related to the factors that affect product quality and service quality at the Ayam Kremes Purwodadi restaurant, a restaurant that is able to make consumers loyal consumers and do not move to another restaurant, the restaurant also has a place that very strategic and close to the highway so easily accessible by consumers.

Based on the description above, the researcher is interested in conducting research with the title "PRODUCT QUALITY FACTORS AND SERVICE QUALITY ANALYSIS ON CONSUMER SATISFACTION (case study of Kremes Purwodadi Chicken Restaurant)". The problem formulation is whether product quality affects customer satisfaction at Ayam Kremes Purwodadi restaurant?, Does service quality affect customer satisfaction at Ayam Kremes Purwodadi restaurant?.

## **2. Research Method**

In this study, the population taken was consumers at the Ayam Kremes Purwodadi restaurant in October, as many as 1,000 consumers (sourced from one of the employees at the venue). In determining the size of the sample, this study used the Accidental Sampling Technique, which is a coincidental sampling technique so that consumers who happen to meet with researchers will be used as samples in the study, people who happen to be met are very suitable as samples. used as a data source. Consumers who came to the Purwodadi Kremes Chicken restaurant during the study were sampled in this study. This research used multiple linear regression analysis. Tabel

**Tabel 1**  
**Variable Operational Definition**

<b>NO</b>	<b>Variable</b>	<b>Variable Definition</b>	<b>Indicator</b>
1.	Consumer Satisfaction (Y)	Consumer Satisfaction is a consumer's sense of comfort when getting the selected product of better quality than the result of a product that is not selected with poor or worse quality (Tjiptono (2015))	1. Conformance of expectations 2. Interested in visiting again 3. Availability recommend
2.	Product Quality (X <sub>1</sub> )	Product quality is everything that can be offered to a market to meet consumer wants or needs for quality products (Philip Kotler (2006))	1. Performance 2. Reliability 3. Features 4. Conformance 5. Durability 6. Aesthetics 7. Perceived quality

3.	Service Quality (X <sub>2</sub> )	Service quality is the totality of the characteristics of goods and services that show their ability to satisfy customer needs, both visible and hidden. For companies engaged in the service sector, providing quality service to customers is an absolute thing that must be done if the company wants to achieve success. (Kotler, (2000))	1. Reliability 2. Responsiveness 3. Guarantee 4. Empathy 5. Physical Evidence
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Sumber : *Processed data, 2021*

### Method of Collecting Data

The data sources used are primary data (observations and questionnaires) and secondary data (journals). Data collection techniques using observation, validity test questionnaires, reliability tests.

In this study, it has been tested with the classical assumption test (normality test, multicollinearity, heteroscedasticity). In addition, this study was also tested using Multiple Linear Regression Analysis, t-test, f-test, and coefficient of determination.

## 3. Results and Discussion

### 3.1. Results

Based on the results of the questionnaire test that the data are reliable and valid. The results of the classical assumption test, the data is normally distributed. The results of multiple linear regression testing are as follows:

**Table**  
**Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,467	2,910		1,191	,238
	Product Quality (X1)	,119	,047	,294	2,519	,014
	Service Quality (X2)	,291	,128	,265	2,267	,027

**a. Dependent Variable: Consumer Satisfaction(Y)**

The linear regression equation formed is:

$$Y = 3.467 + 0.119X_1 + 0.291X_2$$

From the multiple linear regression equation above, it can be analyzed as follows :

- Product Quality and Service Quality variables have a positive direction coefficient with a constant value of 3.467
- The product quality regression coefficient is 0.119, the coefficient is positive, which means that the product quality is getting better with the assumption that other variables are fixed, the consumer satisfaction will increase. And for every 1 unit increase in product quality, customer satisfaction will increase by 1.
- The regression coefficient of service quality is 0.291, the coefficient is positive, which means that the quality of service is getting better with the assumption that other

variables are fixed, then customer satisfaction will increase. And for every 1 unit increase in service quality, customer satisfaction will increase by 1.

#### **f . test**

Testing the effect of independent variables together on the dependent variable is carried out using the F test. The results of statistical calculations show F count 9.221 The value of f table = (k: n-k) = 2: 70-2 then F table 2.74. Due to F count > F table (9.221 > 2.74), with a significant value < 0.05, then HO is rejected and H1 is accepted, it can be concluded that product quality (X1) and service quality (X2) have a significant effect on consumer satisfaction (Y).

#### **Coefficient of Determination ( $R^2$ )**

The coefficient of determination (R Square) is 0.216 and is positive. Based on the table above, the presentation value of 21.6% of consumer satisfaction variables can be explained by product quality and service quality variables. While the rest (100% - 21.6% = 78.4%) is explained by other variables not included in this study.

### **3.2. Discussion**

#### **The Effect of Product Quality on Consumer Satisfaction**

The results of the H1 test show that product quality has a positive and significant influence on consumer satisfaction. The results of testing the product quality hypothesis with consumer satisfaction proved to have a positive and significant effect with the t-count result of 2.519 while the t-table value of 1.66757. The results of statistical calculations show that t count > t table with a significant level of  $0.014 < 0.05$  so that statistical calculations partially show that product quality variables have a positive and significant effect on consumer satisfaction. Thus, H1 is accepted and HO is rejected, which means that the product quality variable has a positive and significant effect on consumer satisfaction.

Product quality is the ability of a product to satisfy consumer needs or demands. Improving product or service quality is a challenge faced by restaurants. Judging from the subjective view of consumers, most people say that quality is something that suits their tastes, that is, the product or service is suitable for use by consumers. good quality consumers will always look for the product, other than that in a quality product consumers will always look for it because this is what makes consumers able to judge the product they buy.

The results of this study provide an explanation that product quality also has an important role because product quality is the first thing that is assessed by consumers and makes it an experience that can attract potential customers if they feel satisfied with the product. These results support previously Kartika Nur Rahmawati (2017), Anita Mustikasari (2020), Febby Gita Cahyani (2016) concluded that product quality has a positive and significant effect on consumer satisfaction.

#### **The Effect of Service Quality on Consumer Satisfaction**

The results of the H2 test show that service quality has a positive and significant effect on customer satisfaction. The results of testing the hypothesis of service quality with customer satisfaction proved to have a positive and significant effect with the t-count result of 2.267 while the t-table value of 1.66757. The results of statistical calculations show that t count > t table with a significant level of  $0.027 < 0.05$  so that statistical calculations partially show that service quality variables have a positive and significant effect on customer



satisfaction. Thus, H2 is accepted and H0 is rejected, which means that the service quality variable has a positive and significant effect on customer satisfaction.

Service quality is a level of excellence that is felt by a person towards a service that is expected from the comparison between the desire and the perceived performance of consumers after the service. Service quality can be identified by comparing customer perceptions of the service they actually receive with the actual service they expect. Service quality is the main thing that is seriously considered by the company, which involves all the resources owned by the company. Service quality is defined as the level of excellence expected and control over the level of excellence to meet consumer desires.

Service quality is seen based on the perception of the public (consumers) who receive the service. It is consumers who consume and feel the services provided, so they are the ones who should assess and determine the quality of service. If the service received or perceived is in accordance with what is expected, then the quality of service is perceived as good and satisfactory. Conversely, if the service received is low as expected, then the service quality is perceived as bad. Thus, good or bad service quality depends on the ability of service providers to consistently meet the expectations of the community (service recipients).

The results of this study provide an explanation that the quality of service also plays an important role, if the quality of service received by consumers is in accordance with what is expected, then the quality of service is perceived as good and satisfying. Conversely, if the service received is low as expected, then the service quality is perceived as bad. These results support previous research from Lina Sari Situmeang (2017), M. Dicky Gra Anggara (2019), Anita Mustikasari (2020) concluding that service quality has a positive and significant effect on consumer satisfaction.

#### **4. Conclusion**

Based on the results of research and discussion, the following conclusions can be drawn:

- 1) Product quality (X1) affects consumer satisfaction (Y). Based on the results of hypothesis testing product quality with consumer satisfaction has a positive and significant effect. Product quality is very influential on consumer satisfaction in Chicken Kremes Purwodadi. Product quality describes how important the product is given to consumers, whether the product provided is satisfactory or not. Consumers will compare the quality of the product provided by the restaurant with the quality of the product they expect. If satisfied, they will return to buy at the Ayam Kremes Purwodadi restaurant and share their experiences with others to visit the Ayam Kremes Purwodadi restaurant. If consumers are not satisfied, they will stop visiting the Ayam Kremes Purwodadi restaurant,
- 2) Quality of Service (X2) affects customer satisfaction (Y). Based on the results of hypothesis testing service quality with customer satisfaction has a positive and significant effect. The quality of service is highly dependent on the ability of the provider to meet user expectations consistently and continuously which will have an impact on customer satisfaction. If the quality of service received by consumers is in accordance with what is expected, the quality of service is perceived as good and satisfactory. Conversely, if the service received is low as expected, then the service quality is perceived as bad.

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