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**The Effect Of Service Quality And Product Quality On Tart
Cake Customer Satisfaction At Shop Rizky**

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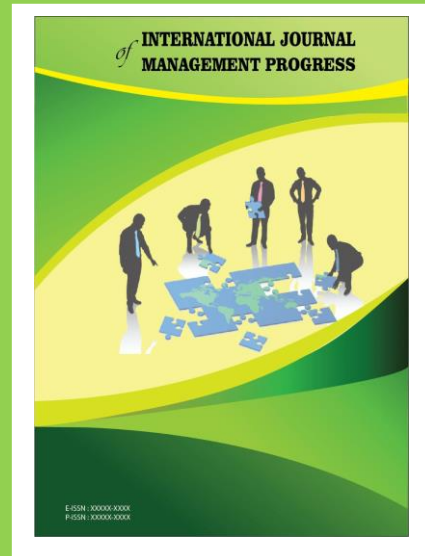
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The Effect Of Service Quality And Product Quality On Tart Cake Customer Satisfaction At Shop Rizky

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Abstract: The development of the economy as a whole and accompanied by the development of technology and science creates a very sharp competition. To be able to gain an advantage in terms of competition, every company must be able to meet customer satisfaction. The purpose of this study was to determine the effect of service quality and product quality on consumer satisfaction. The sample in this study was as many as 30 respondents taken from 10% of the population. The analytical tool used in this research is multiple linear regression analysis. The result showed that service quality and product quality were able to influence consumer satisfaction either partially or simultaneously. These results indicate that the better the service quality and product quality, the more customer satisfaction will increase.

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

1. Introduction

In today's era, business competition is getting tougher, thus requiring companies to offer new innovations, both in terms of better service to make it easier for their customers to create products that are more attractive to customers. The development of the economy as a whole and accompanied by developments in technology and science creates a very sharp competition. To be able to gain an advantage in terms of competition, every company must be able to fulfill its customer satisfaction. So that customers who are satisfied with the quality of service and product quality they receive can make repeat purchases in the future.

The high quality of service and quality of products provided will be reflected in aspects of customer satisfaction. The role of service in a business is a very important part in maintaining the success of a business. Apart from a good service, product quality also plays an important role in maintaining a business and being able to make consumers loyal. Customers who are loyal because of the good quality of products and services also tend to have a feeling of recommending these products or services to other people, the goal is for them to feel the same satisfaction as what they feel when using these products or services. With that, service quality and product quality in a business or business must always be developed because the level of customer satisfaction is measured through good service quality and product quality. Service quality and product quality are also very important in maintaining customer stability because they are able to meet consumer expectations.

The fulfillment of consumer expectations of course consumers will feel more satisfied. According to Lovelock and Wright in Ibrahim and Thawil (2019) defines that satisfaction is a person's reaction after purchasing a product or an emotional condition that is addressed in the form of anger, dissatisfaction, neutrality, joy or pleasure. Satisfaction is also an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer happiness related to meeting consumer consumption needs.

Companies must be able to offer the best products and services to customers at fair pricing for what they receive in order to satisfy them. Thus, businesses can improve customer happiness by reducing the negative client experiences. Consumer satisfaction, according to Tjiptono in Arianty (2015), is the degree to which benefits of a product and service are perceived (received) and match expectations. According to Ardina Hariasari (2015), the degree of one's feelings following a comparison of the performance or results felt compared to their expectations. The tart cake industry is one of many current enterprises or businesses that are flourishing and capable of satisfying its customers.

The more widespread the Tart Cake business is today, the more business competitors there are, especially competition from similar companies. The Tart Cake business has experienced very significant development and has good prospects. So that conditions like this make competition more competitive. In today's competitive conditions, every tart cake business player must be able to create conducive conditions, especially in terms of good waiters and quality tart cake products.

Tart Cake is a cake made from quality pastry and filled with something sweet or savory, commonly known as a birthday cake. Rizky's shop is a shop that sells Tart Cake. This Rizky shop is located in Pasarwajo District, Buton Regency. The placement of Rizky Store is very strategic because it is on the Pasarwajo axis road. At the beginning of entering Tart Cake at Rizky's Shop in Pasarwajo District, Buton Regency at the end of 2019, the tart cake at Rizky's shop was very well known by the wider community. Rizky's shop center is in Batulo, Wolio, Bau-bau City, Southeast Sulawesi. The following is the number of Tart Cake consumers at Rizky's Shop for the 2020-2021 period.

Based on field conditions, the authors see a phenomenon of the importance of maintaining customer satisfaction by providing services, improving service and maintaining product quality, so researchers are interested in examining the effect of service quality and product quality on tart cake consumer satisfaction at Rizky's shop.

2. Literature Review

Service Quality

According to Tjiptono (2014) the definition of service quality focuses on efforts to fulfill customer needs and desires and the accuracy of their delivery to balance customer expectations. Because good service quality can make customers interested in buying a product. In the current era, the development of companies is able to create intense competition. There are many ways to get customers and keep them. One of the strategies used by companies to win the competition is to create good service quality.

Service quality is very important for culinary companies because it will attract consumers to buy the products offered. Service quality that meets consumer expectations will create a sense of satisfaction in consumers, this satisfaction results in customers continuing to buy the products offered (Inka 2014).

Product quality

Kotler and Armsrong in Weenas (2013) argue that product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, and product improvement and other valuable attributes. Anything that can be offered to a market for attention, purchase, use, or consumption that might satisfy a want or need of a consumer. Every company that wants to be able to meet the needs and desires of customers, will try to make quality products, which are displayed both through the external characteristics of the product and the core of the product itself.

One of the main values that customers expect from manufacturers is the highest quality of products and services. Luthfia in Kodu (2013) suggests that quality can be interpreted as the ability of a product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics.

Consumer Satisfaction

Customers will always compare one service product with another. However, if his expectations are met, it will make him a loyal customer, satisfied with the product or service he bought. Conversely, if dissatisfied, the consumer will leave the product or will not buy it again. The customer satisfaction framework lies in the company's ability to understand the needs, desires and expectations of customers so that the delivery of products, both goods and services by the company is in accordance with customer expectations. In addition to these factors, the time dimension also influences customer perceptions of product quality, both goods and services.

Tjiptono (2014) concluded that customer satisfaction is the cognitive situation of the buyer related to the equivalence (appropriate) or disproportionate (disliked) of the results obtained compared to the sacrifices made.

Marketing

According to Kotler and Armstrong in Windarti and Ibrahim (2017) marketing is a process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return. Meanwhile, according to Tjiptono in Windarti and Ibrahim (2017) marketing is a function that has the greatest relationship with the external environment, even though companies only have limited control over the external environment. Kotler and Amstrong in Diza, Moniharapon and Ogi (2016) explain marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return, meaning that marketing management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers.

Kotler et al in Diza (2016) defines marketing management as analyzing, implementing, and monitoring programs aimed at holding exchanges with the target market with the intention of achieving organizational goals. The role of marketing today is not only delivering products or services to the hands of consumers, but also how these products or services can provide satisfaction to customers on an ongoing basis so that company profits can be obtained by purchasing goods repeatedly.

3. Methodology

Types of data are anything that can provide information about quantitative and qualitative data. The data sources used in this study are primary data and secondary data as follows: 1) Primary data, namely data obtained directly from the results of distributing questionnaires with consumers at TokoRizky, and 2) Secondary data, is supporting data obtained from companies as well as from scientific books, scientific works, magazine and bulletin publications as well as other written information related to this writing. The sample in this study were 30 respondents who were taken from 10% of the population who had purchased Tart Cake at Rizky's Store.

The data analysis method used in this study is multiple linear regression analysis. Where, it aims to determine the relationship between two or more independent variables on the dependent variable, so that an explanation of variable variations can be obtained that can

confirm the hypothesis of the study. For quantitative analysis sought using the help of the SPSS version 21 program.

Classic assumption test

1. Normality test

The normality test was carried out to find out whether the data used had normal distribution or not. To find out whether the data is normally distributed or not, it can be done by analyzing the Normal P-P Plot of Residuals Standardized Residual chart. The basis for making decisions in this test is if the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.

2. Multicollinearity Test

Multicollinearity is a condition where there is a linear relationship between independent variables. Because it involves independent variables, multicollinearity will not occur in the simple regression equation (which consists of one dependent variable and one independent variable). The way to detect multicollinearity in this study is carried out such as a high R^2 and a significant F test, but many regression coefficients in the t test are not significant.

3. Autocorrelation Test

Autocorrelation generally occurs in time series data. This is because the observations in the time series follow a natural sequence over time so successively contain intercorrelations, especially if the time span between successive observations is a short span of time, such as days, weeks or months. The term autocorrelation is the correlation among members of a series of observations sorted by time. In relation to OLS, autocorrelation is the correlation between one disturbance variable and another disturbance variable.

4. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. If the residual variance from one observation to another observation remains, then it is called Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. The way to detect whether there is heteroscedasticity is by looking at the Graph Plot between the predicted value of the dependent or dependent variable, namely ZPRED and the residual SRESID.

5. Determination Test (R^2)

The coefficient of determination test is a measure that is said to be important in a regression. The coefficient of determination test can inform whether the estimated regression model is good or not, or it can be concluded that the numbers in the test can measure how close the estimated regression line is to the actual data.

Hypothesis testing

1. Simultaneous Test (Test F)

The F test is used to determine whether the efficiency of the independent variables simultaneously (together) has a significant effect or not on the dependent variable. To find out the meaning of the F-test value can be done by comparing the significant level (sig. F). With a significant level ($\alpha = 5\%$). When sig. F < 0.05 or F-count $>$ F-table, then H_0 is rejected, which means that the independent variables simultaneously have a significant effect on the dependent variable.

2. Partial Test (T Test)

The T test is used to find out whether each independent variable partially (separately) has a significant effect on the dependent variable. If t-count $>$ t-table, then H_0 is rejected, this can

mean that the independent variable partially has an influence on the dependent variable. $t\text{-count} < t\text{-table}$, then H_0 is accepted, which means that the independent variable partially has no effect on the dependent variable.

4. Results and Discussion

4.1 Results

Description of Research Variables

1. Variable Quality of Tart Cake Service at Rizky's Shop

Service is an intangible activity but can be felt. Providing good service quality is a form of business or concern for Rizky Stores for customers. According to data obtained by researchers during observations and field work, Rizky's shop has good service quality, where the facilities offered by Rizky's shop are always complete. Rizky Store employees also always maintain cleanliness in the shop areas. Rizky Store employees are also able to communicate well with customers. Besides that, Toko Rizky is also right in providing services. This is supported by respondents' responses to service quality variables through questionnaires distributed to Rizky Store customers.

The following are the results of respondents' responses to each of the statements submitted regarding the quality of Rizky Shop services. With these responses, it will be known the results regarding the respondents' responses to the variables studied. In the service quality variable (X1), 6 statements are submitted to respondents with the following frequencies:

Table 1. Recapitulation of Respondents' Responses to Service Quality Variables (X1)

Statement	Frequency					Amount
	SS	S	CS	KS	TS	
The facilities offered by Rizky's shop are complete	11 36,67	9 30	1 3,33	6 20	3 10	30 100
The cleanliness of the Rizky Shop area is maintained	14 46,67	4 13,33	7 23,33	4 13,33	1 3,33	30 100
Rizky Store employees have the ability to communicate well with customers	6 20	9 30	10 33,33	4 13,33	1 3,33	30 100
Rizky Store employees are right in providing services	6 20	12 40	11 36,67	1 3,33	0 0	30 100
Customers feel comfortable during the process of interacting with employees	6 20	5 16,67	14 46,67	4 13,33	1 3,33	30 100
Rizky Store employees pay personal attention to customers	5 16,67	10 33,33	7 23,33	6 20	2 6,67	30 100
Amount	48	49	50	25	8	180
Percentage (%)	160,01	163,33	166,67	83,32	26,67	600

Based on research conducted by the author regarding the quality of service as outlined in table 1 above, it can be seen that 160.01% of respondents stated that they strongly agreed, 163.33% of respondents agreed, 166.67% of respondents stated that they quite agreed, 83.32% of respondents stated disagree and 26.67% stated that they disagreed with the completeness of the Rizky Store statement, the cleanliness of the Rizky Store, good employee communication, accuracy in providing services, comfort during the interaction process and personal attention to customers.

2. Variable Quality of Tart Cake Products at Rizky's Shop

The product is said to be of quality if it is able to carry out its functions. According to the data obtained by the researchers when they were in the field, Tart cake at Rizky's shop has many types of flavors ranging from chocolate, red velvet cake, ice cream cake, black forest and cheesecake. All of which are processed by the production process by carrying out tests on the cleanliness of the raw materials of each product that are made so as to produce high-tasting, healthy and quality products. Rizky's shop also provides additional equipment such as packaging boxes, the products offered are also in good condition, then the packaging on the product is not easily damaged, not only that, Rizky's shop also provides a very attractive product presentation. This is supported by respondents' responses regarding product quality through questionnaires distributed to Rizky Shop customers.

Following are the respondents' answers for each statement submitted regarding product quality at Rizky Stores. By knowing the answers from the respondents, it can be seen the results of the respondents' responses to the variables studied. In the product quality variable (X2), 6 statements were submitted to respondents with the following frequencies:

Table 2. Recapitulation of Respondents' Responses to Product Quality Variables (X2)

Statement	Frequency					Amount
	SS	S	CS	KS	TS	
The products offered by Toko Rizky have good taste	13 43,33	8 26,67	5 16,67	4 13,33	0 0	30 100
Rizky's shop always provides additional equipment such as packing boxes	19 63,33	3 10	7 23,33	1 3,33	0 0	30 100
The products offered by Toko Rizky are always in good condition	4 13,33	16 53,33	8 26,67	1 3,33	1 3,33	30 100
The packaging on the product is not easily damaged	2 6,67	7 23,33	11 36,67	3 10	7 23,33	30 100
Rizky's store employees are fast in handling customer complaints	0 0	7 23,33	13 43,33	8 26,67	2 6,67	30 100
Rizky's shop provides a very interesting product presentation	17 56,66	2 6,67	4 13,33	5 16,67	2 6,67	30 100
Amount	55	43	48	22	12	180
Percentage (%)	183,32	143,33	160	73,33	40	599,98

Research that the writer did about product quality and as outlined in table 2 above can be seen 183.32% of respondents stated that they strongly agreed, 143.33% of respondents agreed, 160% of respondents stated that they quite agreed, 73.33% of respondents stated that they did not agree, 40 % of respondents stated that they disagreed with the statement that good taste, additional equipment, products are always in good condition, packaging is not easily damaged, fast in handling complaints, product presentation is very attractive.

3. Tart Cake Consumer Satisfaction Variable at Rizky's Store (Y)

Customer satisfaction is said to be fulfilled if the process of delivering goods and services to customers is well realized with what consumers perceive. Consumer satisfaction will be created if the products purchased by consumers are in accordance with what they expect. Based on the data obtained by the researcher when he was in the field, Rizky's shop was able to provide satisfaction to its customers through good service quality and product quality. Where every service provided is quite capable of meeting the expectations of its consumers, seen from the many consumers of Toko Rizky who re-purchase the products they make, as well as the many positive responses that consumers of Toko Rizky convey to their relatives and families about

Toko Rizky's products and services. This is supported by respondents' responses to consumer satisfaction variables through questionnaires distributed to Rizky Store consumers.

The following is the distribution of respondents' answers for each statement submitted regarding Tart Cake customer satisfaction at Rizky's Store. By knowing the respondents' answers, it will be known the results of respondents' responses to the variables studied. In this variable, 6 statements are proposed for frequency respondents as follows:

Table 3. Recapitulation of Respondents' Responses to Consumer Satisfaction Variable (Y)

Statement	Frequency					Amount
	SS	S	CS	KS	TS	
The product you purchased has met expectations	4 13,33	16 53,33	7 23,33	3 10	0 0	30 100
The services provided by Toko Rizky have met your expectations	6 20	12 40	7 23,33	5 16,67	0 0	30 100
You will buy back Rizky Store products and services	5 16,67	7 23,33	16 53,33	2 6,67	0 0	30 100
You will buy more when Toko Rizky has new products	2 6,67	12 40	14 46,67	2 6,67	0 0	30 100
You will convey positive things to your relatives about Toko Rizky	3 10	17 56,67	4 13,33	6 20	0 0	30 100
You don't pay enough attention to other stores when choosing Tart Cake at Rizky's Shop	1 3,33	11 36,67	9 30	5 16,67	4 13,33	30 100
Amount	21	75	57	23	4	180
Percentage (%)	70	250	189,99	76,68	13,33	600

Based on the explanation above, it can be concluded that the results of the 6 statements for the consumer satisfaction variable (Y) 70% of respondents stated that they strongly agreed, 250% of respondents agreed, 189.99% of respondents stated that they quite agreed, 76.68% of respondents stated that they did not agree, 13, 33% of respondents stated that they disagreed with the statement that the product met expectations, the service met expectations, would repurchase products and services, buy more if they have new products, convey positive things to relatives, pay less attention to other products.

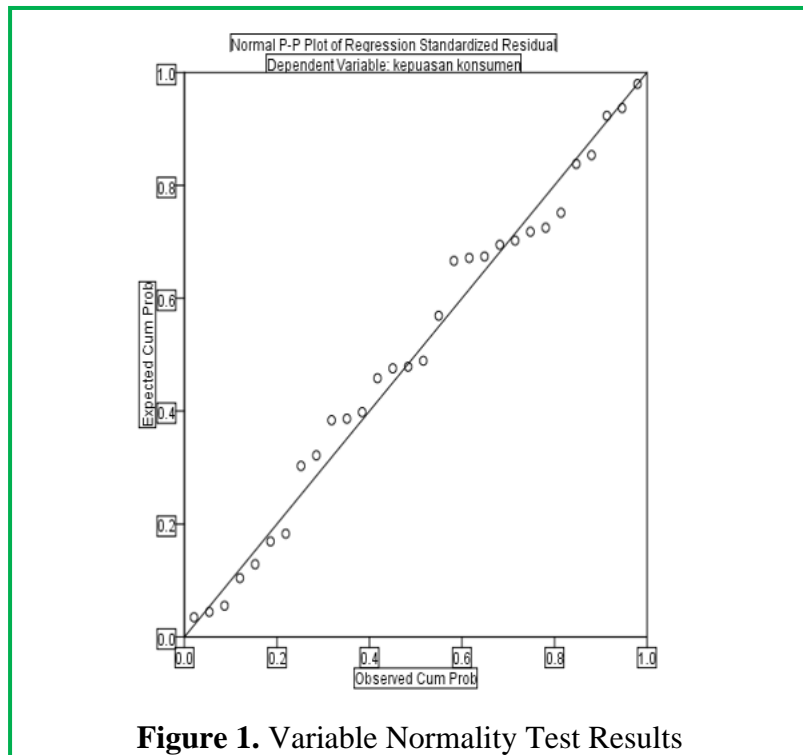
The Effect of Service Quality and Product Quality on Tart Cake Consumer Satisfaction at TokoRizky

Service quality and product quality are important things for the company, because someone is interested in repurchasing products if the product they buy is in accordance with what they expect. It is the same with service, where good or quality service is if the consumer is satisfied with the service he receives. Therefore, the company must know what consumers want, because in essence the quality of service and product quality is determined by the customer. With that, the company must be able to create customer satisfaction by improving service quality and product quality.

This study aims to determine the effect of service quality and product quality on customer satisfaction. In this study, 30 questionnaires were distributed and all questionnaires were returned in a fit condition to be used to process data. The following are the results of the research instrument test.

1. Normality Test

This normality test aims to determine whether in the regression model, the dependent variable and the independent variable have a normal distribution or not.



Based on Figure 1 above, normality detection is seen using the normal P-P Plot Of Regression Standardized Residual graph. In the figure it can be seen that the data spreads following the direction of the diagonal line, and the distribution follows the direction of the diagonal line, so the regression model meets the assumption of normality.

2. Multicollinearity Test

If VIF (variance inflation factor) is below or < 10 and the total tolerance value is above > 0.1 , then multicollinearity does not occur.

Table 4. Multicollinearity Test

Coefficients ^a	
Collinearity statistics	
Tolerance	VIF
.234	4.269
.234	4.269

Based on Table 4 above, it can be seen that the service quality variable has a VIF value of 4.269, product quality has a VIF value of 4.269. The value of all independent variables is < 10 and the tolerance is > 0.10 which means they are free from multicollinearity assumptions.

3. Autocorrelation Test

This autocorrelation test aims to determine whether or not there is autocorrelation in the independent variables. In this study the autocorrelation test was carried out using the Durbin-Watson (DR) method.

Table 5. Autocorrelation Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.938 ^a	.880	.871	1.605	2.320

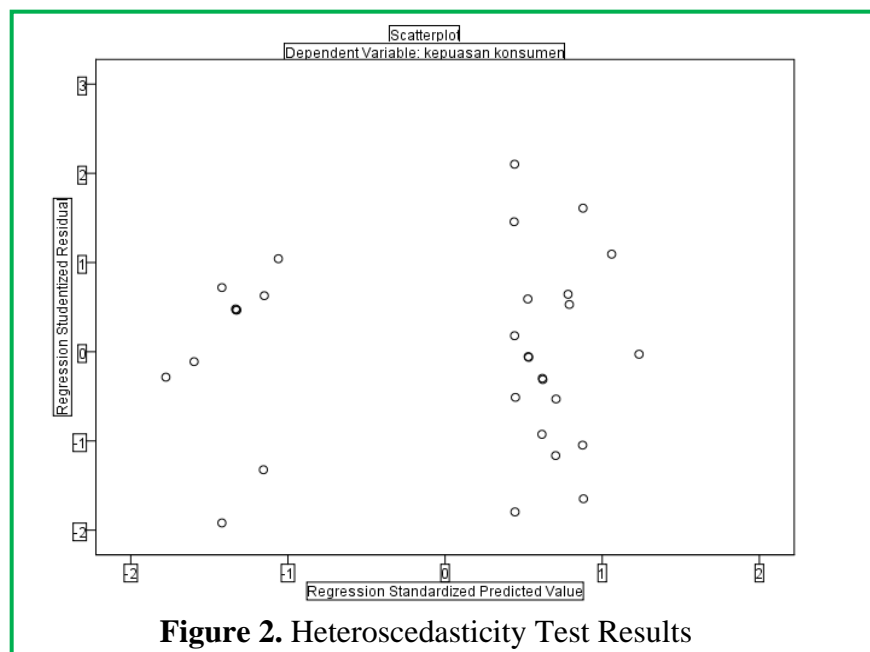
a. Predictors: (Constant), product quality, service quality

b. Dependent Variable: consumer satisfaction

Based on the results of data calculations using SPSS, the Durbin-Watson (DR) value is 2.320. According to Dwi Priyanto (2010: 36) it is known that the value of $dU < d_{count}$ (Durbin-Watson) $< 4 - dU = 1.837 < 2.320 < 2.4334$, which means there is no autocorrelation.

4. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. If the residual variance from one observation to another observation remains, then it is called Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is one that has homoscedasticity or does not have heteroscedasticity.

**Figure 2.** Heteroscedasticity Test Results

The picture above is the result of data processing using SPSS 21 regarding the heteroscedasticity test. If the points spread randomly on the number 0 on the Y axis as shown in the picture, it can be said that there is no heteroscedasticity and is suitable for use.

5. Determination Test (R^2)

Table 6. is the result of the Determination Test (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.938 ^a	.880	.871	1.605	2.320

a. Predictors: (Constant), product quality, service quality

b. Dependent Variable: consumer satisfaction

Based on Table 6 of the data processing, the adjusted R square value (coefficient of determination) is 0.880, which means that the effect of the independent variable (x) on the

independent variable (y) is 88%. While 12% is influenced by other variables that are not in this study.

Hypothesis testing

1. Simultaneous Test (Test F)

Basically the F test shows whether all independent or independent variables have a simultaneous influence on the dependent or dependent variable. To be able to prove it, the F test was carried out. The results of data testing carried out with SPSS can be seen in table 7.

Table 7. Count F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	509.935	2	254.967	99.007	.000 ^b
Residual	69.532	27	2.575		
Total	579.467	29			

a. Dependent Variable: consumer satisfaction

b. Predictors: (Constant), product quality, service quality

Based on Table 7, the part that is considered is the value of F and Sig. It is known that the calculated F value is $99.007 > F$ table 3.35. then as the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words X1 and X2 simultaneously affect Y. It is known that the value of Sig. It is equal to $0.000 < 0.05$, so according to the basis of decision making in the F test it can be concluded that the hypothesis is accepted or in other words the service quality variable and product quality variable simultaneously affect the consumer satisfaction variable.

2. Partial Test (T Test)

T-test is used to determine whether each independent variable separately has a significant effect on the dependent variable. To find out this, it is necessary to carry out further research using statistical product and service solutions (SPSS).

Table 8. Partial Test Results (T Test)

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
(Constant)	4.896	1.172		4.177	.000			
1 service quality	.365	.105	.478	3.470	.002	.234	4.269	
product quality	.377	.106	.491	3.564	.001	.234	4.269	

a. Dependent Variable: consumer satisfaction

It can be concluded that H0 is rejected and H1 is accepted. This means that X2 has a significant effect on Y

4.2 Discussion

After the researchers conducted the research directly by distributing questionnaires given to consumers and filled in by Tart Cake consumers at Rizky's shop, the objectives put forward in this study were:

Effect of Service Quality on Consumer Satisfaction

Based on the results of the T test, it was obtained that the t count of the service quality research variable was 3.470 compared to t table 2.055, so $t \text{ count} > t \text{ table}$, with a sig value of $0.002 < 0.5$ which means that H_0 is rejected, so service quality has a significant effect on customer satisfaction of Tart Cake at Stores rizky. This shows that the quality of service can increase customer satisfaction. The dimensions of service quality in the form of tangibles, reliability, responsiveness, assurance, empathy are considered to have an effect on respondents in answering the statements given by researchers.

This is in line with the research of Tias Windarty and Mariaty Ibrahim (2017); Farah Diza, Silcyljeova Moniharapon and Imelda W.J Ogi (2016); Malik Ibrahim and Sitti Marijam Thawil (2019) which state that service quality affects consumer satisfaction. According to the theory of Parasuraman, et al in Tjiptono (2017) states that to measure service quality factors indicators are needed that include five main dimensions arranged based on their relative level of importance such as tangibles, reliability, responsiveness, assurance, empathy.

Effect of Product Quality on Consumer Satisfaction

The effect of product quality on Tart Cake customer satisfaction at Rizky's shop based on the results of the T test can be seen that the value of t count is 3.564 compared to t table 2.055, then $t \text{ count} > t \text{ table}$, with sig $0.001 < 0.5$ which means that H_0 is rejected, then product quality significantly influence consumer satisfaction. So this shows that product quality can increase customer satisfaction.

This is in line with the research of Farah Diza, Slcyjeova Moniharapon and Imelda W.j Ogi (2016); Tias Windarty and Mariaty Ibrahim (2017); Malik Ibrahim and Sitti Marijam Thawil (2019) which state that product quality has a significant influence on consumer satisfaction. According to Tjiptono in Tias Windarty et al (2017), the dimensions of product quality can be seen from product results (performance), additional features, reliability, durability, usability (serviceability), aesthetics and quality, perceived quality.

Effect of Service Quality and Product Quality on Consumer Satisfaction

After carrying out the F test, it is known that the calculated F value is $99.007 > F \text{ table}$ 3.35 with a Sig value of $0.000 < 0.05$. So it can be concluded that the service quality variable and product quality variable together influence the consumer satisfaction variable. This is in line with the research of Farah Diza, Slcyjeova Moniharapon and Imelda W.j Ogi (2016); Tias Windarty and Mariaty Ibrahim (2017); Malik Ibrahim and Sitti Marijam Thawil (2019) which state that service quality variables and product quality variables simultaneously affect consumer satisfaction variables.

Kotler and Keller (2012: 46) in Farah Diza et al (2016) define that consumer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations. From the results of this study it can be seen that the most dominant factor influencing consumer satisfaction is product quality variable. Therefore, companies should pay attention to the quality of existing products because product quality has a very large influence on influencing customers to remain loyal to these products. However, service quality must also be improved because service quality still has an influence on influencing customers.

Therefore, companies must really prioritize how to create a service and product that is expected by consumers, so that this can lead to customer satisfaction which in turn will create customer loyalty to the company.

5. Conclusion

The conclusions from this study are:

1. Based on the results of the t test related to the effect of the service quality variable (X1) on the consumer satisfaction variable (Y), it is known that service quality has a significant effect on customer satisfaction. This can be seen by looking at the results of the t test, where a Sig value of 0.002 is obtained. Sig value smaller than 0.05 ($0.002 < 0.05$). With a calculated t value of $3.470 > t \text{ table } 2.005$. So it can be concluded that H_0 is rejected and H_1 is accepted, meaning that service quality has a significant effect on customer satisfaction.
2. Based on the results of the t test related to the effect of the product quality variable (X2) on the consumer satisfaction variable (Y), it is known that product quality has a significant effect on consumer satisfaction. This can be seen by looking at the results of the t test, where a Sig value of 0.001 is obtained. A Sig value that is smaller than 0.05 ($0.001 < 0.05$) with a calculated t value of $3.564 > t \text{ table } 2.005$. So it can be concluded that H_0 is rejected and H_1 is accepted, meaning that product quality has a significant effect on customer satisfaction.
3. Service quality and product quality simultaneously have a significant effect on customer satisfaction. This can be seen by looking at the results of the f test, where the Ftable value is 3.35. Then compare the Fcount value with Ftable, while the Fcount value is 99.007. So it can be concluded that $F_{\text{count}} 99.007 > F_{\text{table}} 3.35$. This means that service quality and product quality together have a significant effect on customer satisfaction.

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