



THE EFFECT OF SERVICE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PD JAYA SENTOSA ABADI

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Abstract

The increasingly fierce business competition in the clothing sector forces business actors to maximize and utilize operational efficiency through service and product quality as best they can in order to survive in business competition and be able to create customer satisfaction. This study aims to determine the effect of service and product quality on customer satisfaction at PD Jaya Sentosa Abadi. The research method used is quantitative research and analysis technique using multiple linear regression. Explains that the effort in service (x1) and product quality (x2) which has a value of 0.127 and 0.186 can increase customer or consumer satisfaction by 0.669. Using the SPSS calculation shows a value of 0.00 < 0.05, which means that service and product quality affect customer satisfaction. The results showed that service quality and product quality had a positive and significant effect on customer satisfaction at PD Jaya Sentosa Abadi.

Keywords: *Service Quality; Product Quality; Customer Satisfaction*

INTRODUCTION

In the current era there have been many form with a complex satisfaction value Hidayat developments and changes in the modern (2017).

business world. The developments listed are Because customer satisfaction is seen in the lifestyle, technology and the series of something that must be prioritized by a company thoughts of the people (Gerardo Runtuuwu et for the smooth running of the business. al. 1803). With the development of the business Therefore, PD Jaya Sentosa Abadi is required to world, various kinds of goods and services pay more attention to its business performance appear to have more selling value and have their through service, price and product quality in own characteristics. order to provide satisfaction to customers.

Therefore, the community can choose a (Kotler 2007) states that highly satisfied product or service that is available to the consumers will usually remain loyal for a long producer (Gerardo Runtuuwu et al. 1803). And period of time, and buy again when the company this is a threat to producers, because the more introduces new products and updates old products there are, the more competitive in the products, besides that he will talk about good business world. One of them is competition in things about the company and its products to the clothing industry. others, they pay little attention to competing

PD. Jaya Sentosa Abadi has been in brands and place little importance on price, they business since 2016. This business is engaged in also offer product and service ideas to clothing and also has many competitors around companies.

it. So the way to survive so as not to lose Griffin (2005) says if someone is a loyal competitiveness is to improve the quality of customer, they will show an attitude of loyalty good service, provide cheaper prices but with and consumer loyalty to companies that provide good product quality. satisfactory quality. The more fulfilled the

Product quality is an important factor in expectations of the customer, the more satisfied creating customer satisfaction and quality is a the customer will be. The company also carries determining factor for customer satisfaction after out strategies to shape customer satisfaction by



providing quality products and services target markets and getting, keeping, and growing (Windarti and Ibrahim 2017). customers by creating, delivering and

This is also considered important so it is communicating superior customer value. necessary to re-evaluate the impact of service, (Machfoedz 2010) "Marketing is one of price and product quality on customers as the the processes applied by companies in order to basis for business progress (Gerardo Runtuuwu meet the needs desired by consumers by et al. 1803). providing products (goods or services)" [8].

PD Jaya Sentosa Abadi is aware of the shortcomings and strives to. Because good **Product Quality** judgment from customers is something that (Kotler 2012) Stating "the quality of a must be provide the value expected by the product is a seriousness of a feature and considered, especially in a company customer. characteristics of the product which has the aim even PD Jaya Sentosa Abadi wants to provide of satisfying the implied need." (Kotler 2010) things that for the smooth running of the Product quality is the ability of a product to carry business. out its functions, including reliability, durability,

Therefore, PD Jaya Sentosa Abadi is accuracy, ease of operation, and product required to pay more attention to its business improvement, as well as other valuable performance exceed the expectations of all attributes. (Mowen, John C and Minor 2012) customers so that they are quite satisfied. Product quality is an overall evaluation process

Based on the background, problem to consumers for improving the performance of identification, and problem limitation above, it a product. can be formulated as follows:

1. How is the quality of PD products. Jaya **Quality of Service** Sentosa Abadi for customers? Quality of service is a crucial issue for
2. How is the service quality of PD. Jaya Sentosa every company, regardless of the product form. Abadi for customers? Service quality can simply be interpreted as a
3. How much influence does the quality of PD measure of how well the level of service Jaya Sentosa's products and services have for provided is able to match customer expectations, customers? Lewis and Booms in. (Tjiptono,

The purpose of this study was to 2008)(Lupiyoadi 2013) says that service quality determine and analyze the effect of: is how far the difference between reality and

1. Service Quality, Product Quality on PD customer expectations for the service they customers. Jaya Sentosa Abadi receive.
2. Quality of Service to customer satisfaction PD. Jaya Sentosa Abadi **Customer Satisfaction**
3. Product Quality on customer satisfaction PD. (Kotler, P., & Keller, K, 2009) Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product that is thought to the expected performance.

LITERATURE REVIEW of Marketing Management

(Assauri 2009) defines marketing Satisfaction is the level of a person's management as the activity of analyzing, feelings after comparing the perceived planning, implementing, and controlling performance (results) with his expectations. programs designed to establish, build and (Supranto 2006) maintain profits from exchanges through target markets in order to achieve organizational goals in the long term.

RESEARCH METHODOLOGY

(Kotler, P., & Keller, K 2009) Marketing In this study, the method used is a Management is the art and science of choosing quantitative research method. This method is



used to measure the effect of service variable (X1) and product quality (X2) on customer satisfaction variable (Y). The company that is the place of this research is PD. Jaya Sentosa Abadi with the address Jl. West Station No. 151 (Side Pure) Cimahi. Phone Number (+62) 821 – 2685 - 7600 and Whatsapp Number (+62) 896 - 5264 - 7983.

The sample in this study amounted to 100 people who were counted using purposive sampling technique. In this study, data collection used a questionnaire in order to obtain customer satisfaction data. The data were analyzed using SPSS and the analysis used was multiple linear regression analysis.

RESULTS AND DISCUSSION

Tabel 1. Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,915	,963	17

Sources : processed by the author 2021

Reliability test is one way how measuring a questionnaire that contains indicators of each variable. The study is said to be reliable if the Cronbach Alpha value is >0.60. In the table above, the Cronbach Alpha value of 0.915 exceeds 0.60, so it can be started that the instrument on each questionnaire is reliable.

Tabel 2. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			106
Normal Parameters ^{ab}			
Mean		,0000000	
Std. Deviation		,55147769	
Most Differences	Extreme	Absolute	,347

	Positive	,285
	Negative	-,347
Test Statistic		,347
Asymp. Sig. (2-tailed)		,009 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: processed by the author 2021

The data can be said to be normal if the value of Komlogorov Smirnov is more than 0.05. On this data, Komlogorov Smirnov was obtained with a value of 0.09. Then the value exceeds 0.05. This means that this data can be presented in graphs, figures and tables so that readers can understand easily.

Tabel 3. Multiple Linear Regression Test

	Standardized Coefficients		t	Sig.
	Beta			
(Constant)	,669	,681	,981	,329
x1	,127	,043	2,979	,004
x2	,186	,041	4,503	,000
a. Dependent Variable: y				

Coefficients^a

Source: processed by the author 2021.

The multiple linear regression table provides an understanding if there is an influence resulting from the service variable and the quality of a product on consumer or customer satisfaction. The equation in the table above is $Y = 0.669 + 0.127 (x1) + 0.186 (x2)$

The equation explains that the effort in service (x1) and product quality (x2) which has a value of 0.127 and 0.186 can increase customer or consumer satisfaction by 0.669.

Tabel 4. F Test

ANOVA ^a



Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,718	2	27,359	88,245	,000 ^b
	Residual	31,933	103	,310		
	Total	86,651	105			
a. Dependent Variable: y						
b. Predictors: (Constant), x2, x1						

Source: processed by the author 2021

The results on the F test are said to be acceptable if the value of Sig. <0.05 whereas if the value of Sig. >0.05 is not acceptable. In the table above, the SPSS results show a value of $0.00 < 0.05$, which means that service and product quality affect customer satisfaction or it can be said that the hypothesis in this study is acceptable.

Table 5. Determinant Coefficient Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,795 ^a	,631	,624	,557
a. Predictors: (Constant), x2, x1				

b. Dependent Variable: y

Source: processed by the author 2021

The correlation coefficient or R is calculated to determine the level of influence of service and product quality on the level of customer satisfaction. From the table above, the R value is 0.795, which means that service and product quality can affect customer satisfaction.

CONCLUSIONS

1. Based on the result of the study showed that the quality of product and service quality has a positive effect on customer satisfaction with the regression equation $Y = 0.669 + 0.127 (X_1) + 0.186 (X_2)$
2. Quality of Service has a positive influence and significant impact on customer

satisfaction in PD Jaya Sentosa Abadi. This Means that if the quality of service is further improved, then customer satisfaction can also increase compared to before.

3. Product quality has a positive and significant impact on customer satisfaction at PD Jaya Sentosa Abadi. This means that if the product quality is further improved, then customer satisfaction will also be able to increase compared to before.
4. Quality of Service and Quality Product has an influence simultaneously on customer satisfaction in PD Jaya Sentosa Abadi.

Suggestions

From the research undertaken, the authors provide suggestions for the company PD Jaya Sentosa Abadi as follows:

1. PD Jaya Sentosa Abadi must continue to pay attention to product quality offered to be able to increase Customer Satisfaction and create Customer Loyalty. This is because the increasingly rapid developments affect customer perceptions.
2. PD Jaya Sentosa Abadi employees must conduct more training to improve Service Quality such as paying attention to attitudes, appearance and ability to serve customers well so that customers can feel satisfied and loyal to PD Jaya Sentosa Abadi.
3. PD Jaya Sentosa Abadi must improve the ability to send orders on time so that customers are not disappointed and do not damage customer loyalty to PD Jaya Sentosa Abadi.
4. PD Jaya Sentosa Abadi must improve product quality in order to compete with other businessmen, therefore what must be done is to pay attention to the quality of product materials because this is plus for the company and is always adding new products with creative designs so that they have the characteristics if the company itself.



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HALAMAN INI SENGAJA DIKOSONGKAN