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The Influence of Product Quality and Service Quality on Customer Loyalty through Consumer Satisfaction (Study on My Caramel 1994 Jl. Pramuka Samarinda)

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ABSTRACT

This study aims to determine the effecst of product quality and service quality on customer loyalty through customer satisfaction. The type of research used is descriptive research with a quantitative approach. The sample is 100 respondents who are customers of My Caramel 1994 Pramuka Samarinda by using a non-probability sample with purposive sampling techniques and accidental sampling. Analysis of the data used is path analysis. The results showed that the variable product quality and service quality partially had a significant influence on customer satisfaction, the variable customer satisfaction partially had a significant effect on customer loyalty, product quality and service quality variables partially did not have a significant effect o n customer loyalty, product quality and service quality variables simultaneously have a significant effect on customer satisfaction , product quality, service quality, and customer satisfaction variables simultaneously have a significant effect on customer loyalty. Thus My Caramel 1994 Pramuka Samarinda continues to strive to improve product quality and service quality. This will influence customers to be loyal through customer satisfaction.

Keywords: Consumer Satisfaction, Costumer Loyalty, Service Quality, Product Quality

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INTRODUCTION

One famous country that has many culinary types in each region in Indonesia. More than 5.300 foods were recorded in Indonesia, (Andriani, 2013). Culinary diversity is what makes Indonesians think of it as a business opportunity. Culinary growth is one of the few viable and thriving businesses in spite of the crisis.

According to Indonesia's creative economic record, in 2016 the culinary sub-sector contributed 4,4% of the total creative economic contribution of Rp992 trillion. The data indicates that the amount obtained is higher than 16 other subsectors of the

creative economy, (Agmasari, 2018)**.** The below graph is a picture of the growth of business in the culinary field with significant movement over the years.

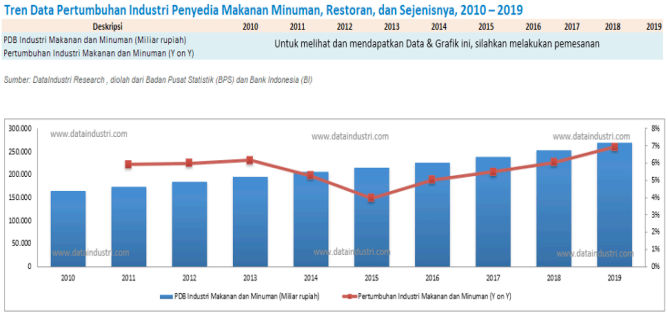

Figure 1 Chart of the growth of the food provider industry

One of the efforts to encourage customers to maintain a good relationship with producers is to provide the best quality of products and services. An established bond can be used by the company in understanding the hopes and needs of the customers.

Basically satisfying wants and meeting demand according to the expectations of customers is what the quality of the product and the quality of the service is all about. Thus, the quality of products and services is an essential element to care for in its existence to create satisfaction from customers. Both essential elements must always align, not if only one is noticed.

The quality of the product and the quality of service that will result will be weapons to businesses that are in service, if low-quality situations create dissatisfaction for customers, the resulting result is affected not only the customers who have used the services but also the prospective customers. Dissatisfaction with customers can affect the judgment of 15 others with little more than just talking (Lupiyoadi, 2014). This impact causes potential customers to choose competing companies as an option.

A company was founded to achieve a goal, namely to obtain a profit. But the thing that needs to be understood apart from making a profit is to be oriented to increasing sales by adjusting the wants and needs of consumers.

Currently, Indonesian people are starting to be interested and like new things, especially in the culinary field. According to (Mufidah, 2012) people's mobility is getting faster and supported by the desire to get things that are practical to make people interested in something new, one of which is in the culinary field. This interest is not without reason, the more social activity outside the home, the less time the people have to prepare food.

The condition of the culinary business, such as stores or cafes over the years, demonstrates an increasing growth in its development, characterized by the large number of new shops attending in the culinary industry. The customer is currently faced with alternatives to a food venture and can choose according to its preferences and needs. Customers not only use the product but also buy the services that accompany the

purchase of the product. When customers are served with polite, gracious, caring language by the product provider, there is a sense of satisfaction and loyalty to the customer in the purchase of goods or services.

Especially for a business that deals in the culinary field, it is important to consider the quality of products such as taste complete with benefits. It is important to be considerate because customers will be more interested in and feel safe if the flavor and benefits are perceived to be well-preserved. In addition to paying attention to the quality and benefits of service to provide more value to customers. Company management not only acts as a strategy maker to get customers but also has a role in making customers loyal to product providers. With loyal customers, companies as business actors in the business world can get new customers.

My Caramel 1994 is one of the businesses operating in the culinary field in Samarinda City, starting a business in 2018 and located on Pramuka street Samarinda City. My Caramel 1994 has a wide range of products and beverages to offer to customers, while the product that is the advantage is the caramel chicken which has a level of spiciness that can be adjusted according to customer requests.

My Caramel 1994 now has 4 branches in Samarinda City and 1 branch outside Samarinda City. What has been achieved is certainly obtained with the hard work of all parties, one of the important things that have contributed to the success of this business is finding the marketing strategy of My Caramel 1994. The strategy used by My Caramel 1994 allowed the company to survive and compete with other food stall companies. But nowadays there are more and more culinary businesses that will certainly become competitors of My Caramel 1994, the existence of this competition motivates My Caramel 1994 to continue to create innovations that are different or distinctive from My Caramel 1994. Regarding the conditions of increasingly tight competition in the culinary business, My Caramel 1994 must continue to be able to maximize product quality and service quality that will be provided to customers.

It has always been done to give customers a sense of satisfaction and can have a positive effect on My Caramel 1994 since customer loyalty is one of the effects of consumer satisfaction. But generating such loyalty is not easy, the customer must be given satisfaction by the service provider, a satisfaction that can be achieved when the service provider has consumed the products offered. With this situation, the customer will be faced with alternative products of a different quality and price product, so the customer will try to look for the highest value among some of the products provided by the product provider.

The research has the aim of how the product quality and service quality variables affect the attitude of customer loyalty through partial or simultaneous customer satisfaction. According to (Kotler, 2012) marketing is defined as the process of social relations between a person and a group interacting. In creating, offering, and getting what is desired, in addition to the marketing process there is a valuation of products that have value with other units. (Tjiptono, 2015) Marketing is a function that has a role in

establishing relationships with the external environment because the company only has control over a limited environment.

American Marketing Association in (Tjiptono, 2015) put forward the definition of marketing as a process in which a series of institutions exist is a process of creating, communicating, and exchanging offers that have value to the customers, partners, consumers, and to the general public. From the foregoing, it can be seen that marketing activities have not only an organizational function but also a business activity. The focus of marketing initially only emphasizes short-term exchanges but is now also the long-term provider of value, (Tjiptono, 2015).

When choosing a product for the consumer, it is important to note the quality of the product. According to (Tjiptono, 2015) A product is defined as a subjective understanding of something, and it is suggested as an effort to achieve goals through activities aimed at meeting the needs of customers based on organizational capabilities and purchasing power marketplace.

Generally, a product capable of delivering durability, reliability, accuracy, and easier use, and other valuable performance explained product quality. Application of "total quality management (TQM)" could be made to improve the quality of a company's product. The primary objective of raising total quality not only minimized damage to the product but also increased consumer value.

According to (Tjiptono, 2015) The activities that promote the quality of service are one of the efforts in meeting the needs of customers, the truth in informing to keep up with consumer wants and expectations, and also measuring the level of service expected by consumers. Whereas according (Alma, 2007) explained that the quality of the ministry is an industrial method of work to improve and to make quality improvements over and over again. They include quality improvements in the process of producing products and services that companies give to consumers. On the other side (Lupiyoadi, 2014) explaining that the quality of service is a depiction of how far the difference between expectations and facts in the field is that of expectations that come from customers and received services to practice in the field.

From the various explanations above, it can be concluded that the service improvement activity attempted by the industry is an effort to meet the expectations of buyers. The quality of service can be known by the company by looking at the various assumptions of consumers regarding the services obtained along with the desired expectations for the services provided by the company. perceived by customers as consumers is very important in business development. Indirectly consumers will make comparisons to the services received with the desired expectations, then consumers will make decisions from the results of the comparisons made (Lovelock, 2007).

After the consumer acquires a desired product or service, the consumer will compare and evaluate both the product and the service received whether it is as good as possible (Schiffman, 2007). (Kotler, 2007) consumer satisfaction is an expression of pleasure or disappointment over the performance of the product or service received with

the work performance expected by consumers. According to (Griffin in Sangadji, 2013) loyalty is the behavior of certain elements in deciding choices in a periodic purchase of a company. The highest achievement of a company is having loyal customers.

Research Hypothesis

H_1 :Product Quality has a significant impact on Consumer Satisfaction.

H_2: The quality of services has a significant impact on customer satisfaction.

H_3 :Consumer Satisfaction has a significant impact on consumer loyalty.

H_4: Product quality has a significant impact on consumer loyalty.

H_5: Service quality has a significant impact on consumer loyalty.

H_6: Product Quality and Service Quality have a significant impact on Consumer Satisfaction.

H_7:Product quality, service quality, and consumer satisfaction have a significant impact on consumer loyalty.

Conceptual Model

The conceptual model used in this research can be seen in figure 2

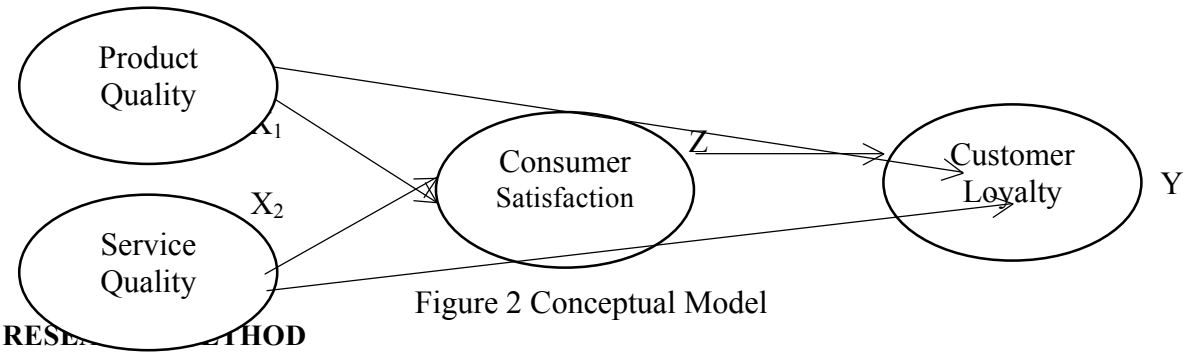

Figure 2 Conceptual Model

RESEARCH METHOD

Types of Research

The research employs the quantitative method (interpretive research). The explanatory research method according to (Hermawan, 2009) is a test that describes the causal link between many variables through hypothesis testing. This method is explanatory, trying to test a theory, to confirm or reject the theory or initial assumptions based on research.

Population and Sample

The sample that became the source of data in the test was a My Caramel 1994 customer who had visited the branch shop on Pramuka street Samarinda . This population was chosen because it aims to understand the opinions of My Caramel 1994 customers about product quality and the quality of services provided aimed at satisfying consumers and resulting in an increase in customer loyalty.

Determination of the total sample in the study using a non-probability sample with purposive sampling and accidental sampling methods. The specified number of samples can not use the formula according to (Sugiyono, 2017) and getting the results of the sample needed in this study was 100 respondents

Data Analysis Tools

The technique used in conducting research is to analyze the path. According to (Juanim, 2020) Path analysis is a statistical analysis that is part of the regression model and can be used to analyze the causality relationship between one variable and another.

RESULT AND DISCUSSION

Respondent Description

The results and discussion of the description of the study respondents indicate that 73 people interviewed were women and 27 men. The study also found that the dominant respondents were between the ages of 20 and 25. 86 out of 100 are students and students.

Description of Research Variables

The variable description of product quality research variables (X1) is three indexes of durability, aesthetic, and quality perception. The quality variable of service (X2) consists of five indicators of reliability, responsiveness, security, empathy, and direct evidence. Customer satisfaction variable (Z) consists of 5 indicators of, maintaining loyalty, buying products offered, recommending products, being more willing to pay, and providing information. Variables (Y) there are 6 indexes, repurchase, brand consumption habits, brand loyalty, and belief that a particular brand is the best brand. That will be used constantly and give their recommendation to others as potential candidates.

Path Analysis Results

Table 1 Path Analysis Results

Exogenous Variables	Endogenous Variables	*Direct Effect*	*Indirect Effect*	*Total Effect*	*p-value*	Description
Product Quality (X_1)	Consumer Satisfaction (Z)	0,448	0,246	0,694	0,000	Significant
Service Quality (X_2)	Consumer Satisfaction (Z)	0,357	0,196	0,553	0,000	Significant
Consumer Satisfaction	Loyalty Customer	0,185	0	0,185	0,000	Significant

(Z)	(Y)					
Product Quality (X_1)	Loyalty Customer (Y)	-0,210	0	-0,210	0,137	Not significant
Service Quality (X_2)	Loyalty Customer (Y)	0,550	0	0,550	0,081	Not significant

Source: Data Processing Results SPSS, 2021

Impact of the variable Quality of the Product on variable Consumer Satisfaction

Table 1 shows brand consumption habits, brand loyalty, and specific brands are the best brand beliefs. Since it is confirmed in H¬1 that product quality has a significant impact on customer satisfaction, it can be concluded from the data. The test results prove this, p-value 0.000 ≤ 0.05 proves substantial.

Impact of the Service Quality variable on the Consumer Satisfaction variable

Table 1 shows that service quality can have a substantial impact on customer satisfaction. H2 indicates that service quality will affect customer satisfaction, which is acceptable according to the data. The test results prove this, with a p-value of 0.000 ≤ 0.05 showing significant results.

Impact of Consumer Satisfaction variables on Customer Loyalty variable

Table 1 shows that customer satisfaction has a significant effect on customer loyalty. H3 shows that if customer satisfaction affects customer loyalty, it can be accepted based on the data. The test results for this, and the displayed probability value (p-value) 0.000 ≤ 0.05 is a substantial result.

Impact of the variable Quality of the Product on variable Customer Loyalty

Table 1 shows that product quality does not substantially affect customer loyalty. H¬4 shows that according to rejected data, product quality has a substantial impact on customer loyalty. The test results prove this, where the p-value of 0.137 ≥ 0.05 shows significance.

Impact of Service Quality variable on Customer Loyalty variable

Table 1 shows that service quality does not substantially affect customer loyalty attitudes. H5 proves that service quality has a substantial impact on customer loyalty, which is a deviation from the available data. The test results prove this, where the p-value is 0.081 ≥ 0.05, which means that the results listed are not significant.

Capital Determination

Assume that the accuracy of the research data model was measured by the correlation coefficient (R2) in the two equations derived from the formula, as shown below.:

R^2 model $= 1 - (1 - R^2_1)\ (1 - R^2_2)$
$= 1 - (1 - 0{,}535)\ (1 - 0{,}319)$
$= 1 - (0{,}465)\ (0{,}681)$
$= 1 - 0{,}316$
$= 0{,}684 = 68{,}4\%$

The results of the operation of the accuracy of the model get 68.4% results, these results explain that the structural relationships that occur from the four variables tested get 68.4% results and 31.6% are obtained from other variables outside the research data.

DISCUSSION

Path Analysis

Impact of Product Quality (X1) on Consumer Satisfaction (Z)

The results of SPSS data processing show that product quality (X1) has a substantial impact on customer satisfaction (Z), Sig 0,000 ≤ 0,05 t_{hitung} 4,936 ≥ 1,984 thus H_0 rejected, which means that product quality on customer satisfaction can be accepted according to the initial hypothesis testing data which has a significant effect. "Quality products can affect customer intentions to continue to buy a certain product and will increase customer satisfaction (Sukoco, 2014)".

The test results are in line with previous research (Sembiring et al., 2014) which found that the existence of product quality had a substantial impact on consumer satisfaction. Coefficient (β) 0,393 p- value 0,000 ≤ (0,05) which shows evidence that product quality affects customer satisfaction. Then the test results are also in line with the tests tested by (Basith et al., 2014) which shows that if customer satisfaction is 0.323 with a result of 3.824 a substantial value of 0.000 ≤ (0.05) product quality will be significantly affected, and the decision H0 is rejected based on the data. This illustrates that the great sense of satisfaction received by customers is strongly influenced by the quality of the product received.

Impact of Service Quality (X2) on Consumer Satisfaction (Z)

The results of SPSS data processing show that service quality (X2) has a substantial impact on customer satisfaction (Z), partly related to the value of Sig. 0.000 ≤ 0.05 t_{hitung} 3.928 ≥ 1.984 so H_0 is rejected, meaning that the initial hypothesis as a temporary hypothesis stating that consumer satisfaction is influenced by product quality can be accepted.

The results of this study are in accordance with the results of the study (Basith et al., 2014)), namely the research interpretation worth 0.327, a score of 3.876, and a

significance of 0.000 ≤ (0.05) is the result of service quality that affects customer satisfaction, then the decision H0 rejected. Therefore, this test may be constant with the test tested by (Sembiring et al., 2014) which explains the coefficient (β) of 0.490 d and p-value of 0.000 (0.05) which is the result of the magnitude of service quality that affects customer satisfaction. significantly.

The two most important things that are closely related to service quality and customer satisfaction are the expected quality and perceived quality (Tjiptono, 2015). Consumer satisfaction can be determined from good quality service, namely service quality, including ability, responsiveness, security, and empathy. Employees of My Caramel 1994 provide good quality services such as being friendly employees, use polite language, are responsive in responding to consumer complaints. This will create a sense of satisfaction to customers for the services provided.

Impact of Consumer Satisfaction (Z) on Customer Loyalty (Y)

Based on the results of SPSS data processing proves that Consumer Satisfaction (Z) partially has a substantial impact on the attitude of Customer Loyalty (Y) the value of Sig. 0.000 ≤ 0.05 t_{hitung} 4.450 ≥ 1.984 so H_0 is rejected, meaning that it accepts the assumption that customer satisfaction affects customer loyalty. The formation of customers who are loyal or loyal comes from the satisfaction received by customers (Rabiqy, 2017) customers who have received satisfaction from purchasing products will have a sense of being bound to certain brands and will make customers loyal to certain brands.

This study (Basith et al., 2014) is consistent with current research, which is 0.576 with a score of 6,490, a significant value of 0.000 ≤ (0.05) is the result of customer satisfaction which has an influence on customer loyalty, then H_0 is rejected. Then the results of this study can also be carried out with research (Sembiring et al., 2014) which reveals that the coefficient (β) 0.522 and p-value 0.000 (≤0.05) is the result of customer satisfaction and will affect customer loyalty.

Impact of Product Quality (X1) on Customer Loyalty (Y)

The results of SPSS data processing show that product quality (X1) does not have a substantial impact on customer loyalty (Y), and partly relates to the value of Sig. 0.137 ≥ 0.05 t_{hitung} 1.501≤ 1.984 then H_0 is accepted, meaning that the initial hypothesis that explains if product quality affects customer loyalty is unacceptable. According to (Arzena, 2014) The quality of products provided by culinary businesses such as restaurants to customers is indeed very important in order to get and retain customers, although the quality of products provided by business actors also does not guarantee to create loyal customers to the product.

The research results obtained cannot be carried out with the research studied (Basith et al., 2014) explaining that there are two types that can have an impact on customer loyalty, namely direct and indirect consequences. The effect directly represents the coefficient value (-0.001), and the significance is 0.990 (≥0.05), then H¬0 means that product quality does not have a substantial impact on the loyal attitude of the

client. However, this test may be in line with research (Sembiring et al., 2014) which explains that product quality has a substantial impact on customer loyalty, in part different from (β) 0.005 and p-value. 0.953 (≥ 0.05). The reason why product quality does not have a substantial impact on customer loyalty is that buyers as consumers tend to like the best quality products, but the products produced by My Caramel 1994 have not shown success, which is characterized by the inconsistent taste produced.

Impact of Service Quality (X2) on Customer Loyalty (Y)

According to the results of SPSS data processing, it can be seen that if the quality of service (X2) does not have a substantial impact on customer loyalty (Y) along with the Sig value 0.081 ≥ 0.05 t_{hitung} -1.765 ≤ 1.984 then H0 is accepted, meaning that the initial hypothesis stating Service Quality affect Customer Loyalty is unacceptable. Hidayat (2014) explains that if the quality of service that is improved and accepted by customers does not necessarily make customers loyal but only able to provide satisfaction to customers.

The results shown in the test do not match the test (Basith et al., 2014) Who found that the direct effect is represented by a beta value of 0.023, with a significance of 0.779 (≥0.05), and then H_0 is accepted, If the impact of service quality on loyalty customers can be ignored. Therefore, this study cannot compete with the study (Sembiring et al., 2014) which explains the coefficient is 0.221 and p-value 0.024 (≤0.05) is the value of Service Quality that can significantly affect Customer Loyalty.

Some consumers of My Caramel 1994 argue that the services provided are still not good, especially in reliability or speed in processing the ordered products. If the employees of My Caramel 1994 can be more reliable and faster in processing customer orders, the possibility of consumers being loyal to My Caramel 1994 will be greater. "Reliability or ability is an attitude of providing services to consumers in accordance with the agreements that have been previously offered. Able to provide the best service as expected. Consumers will get the full trust given by consumers to the services provided, which in turn will create loyal customers for the goods and services received (Margono, 2010). Defines reliability as the ability of an entrepreneur as a reliable and knowledgeable consumer to provide adequate and accurate services. (Zahruli, 2012).

Impact of Product Quality (X1) and Service Quality (X2) on Consumer Satisfaction (Z)

The results of SPSS data processing show that product quality (X1) and service quality (X2) simultaneously have a substantial impact on customer satisfaction (Z), the value of Sig 0.000 ≤ 0.05 F_{hitung} 55.863 ≥ 3.09 then H_0 is rejected, meaning that there is a consistent relationship between X1 and X2 with customer satisfaction, or can be explained as the simultaneous impact of product quality and service quality on consumer satisfaction with a correlation result of 0.732 from the results of the correlation interval stating the level of the relationship is strong and the coefficient of

determination is 53.5% and the influence of variables outside which is not studied is 46.5%.

The results of this study can be compared with the study (Rahmawati, 2017) which explains that 64.80% is the degree to which product and service quality affects customer satisfaction. According to (Zeithaml et al., 2017) customer satisfaction can be interpreted as a customer response after evaluating expectations with the performance of the services received whether they experience conformity or discrepancy. Ways to satisfy consumers by proposing products or services with the best quality in accordance with the company's strategy.

Impact of Product Quality (X1), Service Quality (X2), equivalent to Consumer Satisfaction (Z) on Customer Loyalty (Y)

Based on the results of SPSS data processing proves that product quality (X1), service quality (X2) and customer satisfaction (Z) both have a substantial impact on customer loyalty (Y) the value of Sig. 0.000 ≤ 0.05 F_{hitung} 15.015 ≥ 3.09 then H_0 is rejected, referring to the linear relationship between X1, X2, and Z and Y, or can be explained as a simultaneous impact of the correlation result 0.565 from the correlation interval results stating the level of the relationship is moderate and for the coefficient of determination of 31.9% and the influence of variables outside that are not examined by 68.1%.

The results of this study are in line with (Ratnaningtyas, 2017) which explains that product quality, service quality, and consumer satisfaction have a temporary and substantial impact on customer loyalty. "The best thing a company can have is to create customer relationships by building customer loyalty (Anis et al., 2018). The company's new product development can be done by creating loyal or loyal customers, loyal customers have a tendency to continue to choose and maintain the services provided by certain companies (Rabiqy, 2017). "The effort to continue to be able to achieve the goal of obtaining and retaining customers is a condition that must be studied and implemented by certain companies in order to succeed in the world of business competition (Tjiptono, 2015).

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Product Quality (X1) has a substantial impact on Customer Satisfaction (Z) partially.
2. Service Quality (X2) has a substantial impact on customer satisfaction (Z) partially.
3. Customer satisfaction as a consumer (Z) has a substantial impact on Customer Loyalty (Y) partially.
4. Product Quality (X1) does not have a substantial impact on Consumer Loyalty (Y) partially.
5. Service Quality (X2) does not have a substantial impact on Consumer Loyalty (Y) partially.

6. Product Quality (X1) and Service Quality (X2) have a substantial impact on Customer Satisfaction as a consumer (Z) simultaneously.
7. Product Quality (X1), Service Quality (X2), and Customer Satisfaction (Z) have a significant impact on Consumer Loyalty (Y) simultaneously.

Suggestions

a. Product Quality from My Caramel 1994 branch Jl. Pramuka of Samarinda can be improved again by making SOP (Standard Operational Procedure) in product manufacture with the aim that the resulting product can consistently meet company standards.
b. Service Quality from My Caramel 1994 branch Jl. Pramuka of Samarinda must be improved, one of which is to continue to be able to maintain the ability of employees, the company has the right to reprimand and provide direction and training to employees who are still performing services that are not in accordance with the applicable company SOPs.
c. Customer Satisfaction from My Caramel 1994 branch Jl. Pramuka of Samarinda must be maintained, to maintain customer satisfaction management must pay attention and provide insight to employees in handling consumer complaints.
d. Customer Loyalty from My Caramel 1994 branch Jl. Pramuka of Samarinda must also be maintained, to maintain customer loyalty the company must pay attention and shape the quality of service in order to form customer satisfaction, if customer satisfaction has been formed then customer loyalty will automatically be formed and make loyal customers more and more.
e. This research is still limited, it is hoped that further researchers can use more relevant indicators and the use of various variables in order to be closer to the actual situation and enrich existing theories.

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