



Analysis of Product Quality and Service Quality on Customer Satisfaction at the Missisipi Store Palangka Raya Store

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ABSTRACT

Research in the field of marketing management aims to increase customer satisfaction which is expected to support business continuity with the role of product quality and service quality. The research was conducted at the Mississippi store in Mega Town Square, Palangka Raya City. This type of quantitative research was conducted using a questionnaire of 200 respondents who were shop customers, which was then analyzed with SPSS 22.0, the results showed that the role of product quality and service quality on customer satisfaction was very important by 57%. These results have implications for implementing product quality and service quality in maintaining customer loyalty from increasing customer satisfaction, based on research results. Future research can consider modern lifestyle variables.

INTRODUCTION

The fashion industry in Indonesia is currently experiencing a rapid development accompanied by the growing public awareness of fashion, which is now not only a cover for the body but has become a lifestyle and an identity for the wearer (Avlijas et al., 2018). This condition is further supported by the rampant development of modern shopping centers in Indonesia, especially in big cities which attract many visitors and potential customers, causing the modern retail business in the fashion sector to thrive in the Indonesian market.

Competition that occurs in this era requires companies to always be able to provide satisfaction to their customers (Yang et al., 2022). One important factor to be able to influence the level of customer satisfaction is to provide good product quality. If the quality of the product provided to consumers is good then this will affect the level of customer satisfaction. In addition to product quality factors, companies can create company characteristics by building good service as a form of strategy in providing a pleasant atmosphere (Yusuf et al., 2019). If the quality of the products provided by the company to customers is in line with expectations plus good and comfortable service, it is expected to provide satisfaction so as to increase loyalty and increase company income.

Service quality is the expected level of excellence and control over that level of excellence to meet customer desires (Dewi et al., 2021). If the service or service received or perceived (perceived service) is as expected or exceeds customer expectations, then the quality of service or service is perceived as good, ideal and satisfying. Recently, there has been a trend for adventure activities such as exploring the forest, mountain climbing, camping and outbound activities, which have become a way of life, especially among young people (Renold & Ivinson, 2019). In this study, researchers will observe and examine the Missisipi Store which is located in the city of Palangka Raya.

Missisipi Store Palangka Raya which is one of the men's and women's fashion stores aged 15-60 years in Palangka Raya Jalan Yos Sudarso which was established on May 3 2016. The superiority of the existing products Missisipi Store Palangka Raya is the product quality is very good, the products are varied and innovate, the products provided are very complete from outdoor equipment and appearance accessories (Soesilowati et al., 2016). Products at the Mississippi Store also always follow the modernization lifestyle trend in line with the times. Missisipi Store products are also able to foster a level of confidence in using their products.

Services at the Missisipi Store Palangka Raya have friendly employees who are very helpful when consumers want to inquire about products at the Missisipi Store Palangka Raya. There are other supporting facilities such as music, air conditioning, chairs, and fitting rooms which are quite spacious for consumers who want to try several products at the Missisipi Store Palangka Raya.

However, the phenomenon found is that customers complain that product quality is still doubted by many customers because of the large amount of competition that makes customers still want to ensure the quality of each product (Olayeni et al., 2021). Fashion products also tend to be less than optimal because products are made only for a number of sizes and product quality.

Needs to be improved due to limited product availability so that products run out quickly, therefore product quality at the Missisipi Store still needs to be improved. Then in terms of service there are still some employees who are less responsive in terms of helping customers and providing fast service to customers. So that this research has implications for increasing customer satisfaction from the important role of product quality and service quality at the Missisipi store Palangka Raya store.

LITERATURE REVIEW

Marketing Management in increasing customer satisfaction states that it is very important that customer satisfaction with a product has an impact on business continuity (Labus et al., 2020). In several roles of variables in marketing research such as product quality and service quality that can increase the income of business actors. Thus, this must be supported by an analysis of customer satisfaction with products based on product quality and service quality.

1. Product Quality

The product has an important meaning for every company because the product is the result of one of the company's activities or activities that can be offered to the target market to meet the needs and desires of consumers (Raimondo et al., 2022). Basically a consumer always wants to get a quality product according to the price paid. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the products offered. Product quality is one of the keys to competition among business actors offered to consumers (Das Guru & Paulssen, 2020).

Product quality is the overall combination of product characteristics from marketing, engineering (planning), manufacture (product) and maintenance that makes the product used to meet customer expectations (Morgan et al., 2019). Product quality is the ability of a product to perform its functions, this ability includes durability, reliability, features produced, ease of operation and repair other valuable attributes of the product as a whole. Product quality is the ability of a product to carry out its functions and performance to meet the needs and desires of customers. Product quality is the characteristic of a product or service that bears on its ability to satisfy stated or implied customer needs (MAS'ARI et al., 2020).

Indicators in product quality include, 1. Durability shows the age of the product, namely the number of uses of a product before the product is replaced or damaged. 2. Product features, consumer perceptions of the features or superiority of a product. 3. Product reliability, is the operating characteristics and core product purchased. 4. Compliance with specifications, namely the extent to which the design and operating characteristics meet predetermined standards. 5. Product aesthetics, namely the attractiveness of the product to the five senses. Based on previous theories and empirical studies, this study proposes a hypothesis: H1. positive product quality and significantly increase customer satisfaction.

2. Service Quality

Service quality can be identified by comparing consumers' perceptions of the service they actually receive or obtain with the service they actually

expect/want for the service attributes of a company (Zsófia & Attila, 2022). If the service received or perceived (perceived service) is as expected, then the quality of service is perceived as good and satisfying, if the service received exceeds consumer expectations, then the quality of service is perceived as very good and quality (Azeem et al., 2021). Conversely, if the service received is lower than expected, then the service quality is perceived as bad.

Service quality is an important element that is considered by customers in purchasing a product (Patten et al., 2020). Service quality is a measure to assess that an item or service has a use value as desired or in other words, an item or service is considered to have quality if it functions or has a use value as desired. Service quality can also be said as a benchmark for assessing the quality of an item or service (Kristinae et al., 2020).

Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations (Kristinae et al., 2023). Service quality is defined as the actions or deeds of a person or organization aiming to provide satisfaction to customers or employees. Service quality indicators include 1. Tangible, namely in the form of good physical appearance, equipment and various communication materials, 2. Empathy, namely the willingness of employees and employers to care more about giving personal attention to customers (if customers complain, solutions must be sought immediately), 3. Responsiveness, by means of the desire of employees to help and provide responsive service, the ability to provide services quickly and correctly, the alertness of employees to be friendly to every consumer, 4. Reliability, namely the ability to provide services according to what was promised, trusted and accurate and consistent. 5. Assurance, namely the ability of employees to generate confidence and trust in promises that have been made to consumers. Based on previous theories and empirical studies, this study proposes a hypothesis: H2. Service quality is positive and significant to customer satisfaction.

3. Customer Satisfaction

Customer satisfaction is the result of the consumer's assessment that the product or service has reached a level of enjoyment where this level of fulfillment can be more or less (Kristinae et al., 2019). Consumer satisfaction is also a person's feeling of pleasure that comes from a comparison between his impression of the real/actual product performance and the expected product performance. Consumer satisfaction is the basic level of consumer feelings from a service or product quality that has been obtained by comparing what is received and what is expected in accordance with consumer needs.

Three types of decisions and two types of dissatisfaction are based on a combination of specific emotions towards the service provider, expectations regarding the service provider's future performance capabilities, and behavioral intention to reselect the service provider concerned (Wu & Gao, 2022). The types of satisfaction and dissatisfaction are demanding satisfaction, stable satisfaction, resigned satisfaction, stable dissatisfaction, and demanding dissatisfaction. Customers are satisfied when their expectations are met or will be very satisfied if customer expectations are exceeded. There are six indicators of consumer satisfaction which are described below:

a. Overall customer satisfaction, Satisfaction cannot be only part of the company's customers, it is permissible for the whole if only a part then it is certain that there is a problem. b. Customer ratings, every customer certainly experiences things and problems that are different from the others so that they also provide a different assessment. Therefore, it is obligatory to give each customer the freedom to evaluate according to the conditions and facts that exist. c. Confirmation of hope, as a seller, of course there must be various communications, including providing confirmation of the purchases made by the buyer thus the buyer will feel more comfortable. d. Repurchase interest, if a person is satisfied with a previous purchase, it is certain that a repurchase from that person will occur. e. Willingness to recommend, after someone is satisfied, of course, he will recommend to his relatives to make purchases from us. f. Customer dissatisfaction, to convey dissatisfaction, customers have several ways to convey such as giving criticism and suggestions, venting emotions where they won't even make a repeat purchase and then spreading the word about their dissatisfaction which ends up being quite bad for us as providers of goods and services.

Customer satisfaction is the response given by customers about the products offered by the company so that they can meet the expectations of customers who use them (Supriyanto et al., 2021). Based on previous theories and empirical studies, this study proposes a hypothesis: H3. Product Quality and Service Quality are positive and significant in increasing Customer Satisfaction.

METHODOLOGY

Research using quantitative methods is a research method based on the philosophy of positivism which is used to examine certain populations or samples with research data in the form of numbers and analysis using statistics with the aim of testing predetermined hypotheses so that significant differences between the variables studied are obtained (Christa et al., 2020). The research was conducted at a Mississippi store located at Jl. Yos Sudarso-Mega Town Square. The type of data analysis is primary with a questionnaire of 200 respondents who are customers who have made three purchase transactions. Research analysis using the SPSS 22.0 analysis tool with accepted or rejected hypothesis analysis and its significance seen from the stages of statistical requirements, namely: classic assumption test, validity and reliability test, t test (partially), f test (simultaneously). To facilitate decision making, the following research conceptual framework was built.

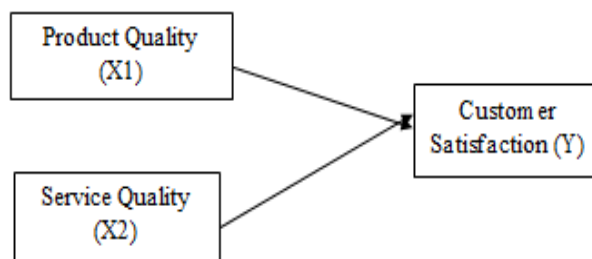


Figure 1. Research Concept Framework

RESULT AND DISCUSSION

The Missisipi store is a store that sells men's and women's fashion goods, shoes, whose output is mainly for employees and students. The facilities include a parking lot, locker room, seats and a mirror to try on the items to be purchased. Operational hours are open every day from 10-00 WIB to 21.00 WIB, following Mega Town Square time.

The normality test was carried out using the graphical test method, namely by looking at the distribution of data on diagonal sources on the normal graph P-P Plot of regression standardized residuals (Nahan et al., 2019). Furthermore, the multicollinearity test to detect the presence or absence of multicollinearity in the regression model is seen from the tolerance value and its opposite Variance Inflation Factor (VIF). The results show that the general limit used to indicate the presence of multicollinearity is that a tolerance value of <0.10 or the same as $VIF > 10$ has been met. Likewise the results of heteroscedasticity, it can be seen that the dots spread above and below the number 0 on the Y axis, do not gather in one place and do not form a certain pattern, thus it can be concluded that there is no heteroscedasticity. The linearity test shows that f-count is $31.781 > f$ -table is 2.20, so it can be concluded that there is no linear relationship between variable X and variable Y. Furthermore, for the results of the hypothesis test, the t-test is carried out as follows.

Tabel 1. Test t. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.201	.471		.239	.116		
Product Quality (X1)	.315	.091	.279	3.216	.001	.815	1.028
Service Quality (X2)	.647	.102	.614	4.326	.000	.922	1.034

a. Dependent Variable: Customer Satisfaction (Y)

Table 1 shows that the coefficient of the product quality variable is significant at $\alpha = 0.05$, because t count $>$ t table ($3,216 > 1.980$) or sig. $0.001 < 0.05$. This means that the effect of the product quality variable on customer satisfaction at the Missisipi Store Palangka Raya Store is significant. It means that the hypothesis which states that product quality has an effect on Customer Satisfaction at the Missisipi Store Palangka Raya Store is acceptable.

The coefficient of the variable Quality of service is significant at $\alpha = 0.05$, because t count $>$ t table ($4,326 > 1.980$) or sig. $0.000 < 0.05$. This means that the influence of service quality variables on Customer Satisfaction of the Missisipi Store Palangka Raya Store. is significant. It means that the hypothesis which states that service quality affects customer satisfaction at the Missisipi Store Palangka Raya Store is acceptable. Furthermore, the simultaneous test results are as follows.

**Tabel 2. Test Simultant (test f)
 ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.320	2	5.160	31.781	.000 ^b
Residual	7.760	197	.165		
Total	18.080	199			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

This test is used with the aim of proving whether the independent variables jointly affect the dependent variable. The results of calculations via SPSS show that Fcount is 31,781 and Ftable = 2.20 (using a significance level of 0.05% and degrees of freedom (df); n-(k+1) ; 200 - (2+1)= 197). This states that fcount (31,781) > Ftable (2.20) so that the hypothesis is accepted. This means that the independent variables consisting of product quality and service quality simultaneously influence customer satisfaction at the Missisipi Store Palangka Raya Store. Furthermore, a test of the coefficient of determination (R2) was carried out, to see the magnitude of the influence of the independent variables (product quality and service quality) as a whole on the dependent variable (customer satisfaction), as follows.

Table 3. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	.736 ^a	.579	.546	.47913	1.753

a. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

b. Dependent Variable: Kepuasan Pelanggan (Y)

The coefficient of determination (R2) of 0.579 indicates that the variation in customer satisfaction is explained by the variable product quality and service quality by 57.9% while 42.1% is explained by other variables not analyzed in the model. Then the discussion of the results is as follows. H₁. The effect of product quality on customer satisfaction, directs the results of the study that the product quality variable has an influence on customer satisfaction at the Mississippi Store Palangka Raya store indicated by a significance value of product quality of 0.001. The calculated t value of 3,216 indicates that there is a significant influence on product quality on customer satisfaction at the Missisipi Store Palangka Raya Store. H₂. The Effect of Service Quality on Customer Satisfaction, service quality is the level of excellence expected and control over the level of excellence to fulfill customer desires. The results showed that the service quality variable had an influence on customer satisfaction at the Missisipi Store Palangka Raya Store indicated by a significance value of service quality of 0.000. The calculated t value is 4,326. This indicates that there is an influence of service quality on Customer Satisfaction at the Missisipi Store Palangka Raya Store. H₃. Effect of Product Quality and Service Quality on Customer Satisfaction. In general, the results of the statistical analysis that has been carried out above show that the influence of the variable Product Quality and Service Quality on Customer Satisfaction at the Missisipi Store Palangka

Raya Store is significant. This can be shown from the number of high responses from respondents to each research variable. The results showed that product quality partially had a positive and significant effect on purchasing decision variables. Service quality partially has a positive and significant influence on purchasing decision variables. Based on the results of the F test, the Fcount value of 31.781 is greater than the Ftable of 2.20 with a sig of 0.000. Showing that Ho is rejected and Ha is accepted, it means that product quality and service quality simultaneously have a positive and significant effect on the purchasing decision variable.

CONCLUSIONS

Product quality from the results shows that a product to perform its functions, that ability includes durability, reliability, features produced, ease of operation and repair other valuable attributes of the product as a whole (Christa & Kristinae, 2021). Furthermore, service quality is a dynamic condition related to service products, people, processes, environment that are able to meet and or exceed consumer expectations (Upadhyai et al., 2019). Based on the results show that customer satisfaction is very important, because it can create efforts to maintain customer loyalty to the company's products and services over a long period of time. Based on the results of the research, it provides implications/benefits for Mississippi stores to implement and pay attention to product quality, service quality which can positively increase customer satisfaction. In future research, it can be used as a reference for increasing customer satisfaction with other variables such as modern lifestyle.

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