

The Influence of Product Quality on Customer Satisfaction in Asik Creative Gresik, East Java

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ABSTRACT

This research aims to determine the effect of product quality on customer satisfaction in Asik Creative, Gresik, East Java. This research method uses quantitative research with the independent variable being product quality and the dependent variable being customer satisfaction. In this research, data was collected using questionnaires. The population in this research are clients of Asik Creative. The number of samples taken was 50 respondents. This research uses the SEM PLS method to conduct quantitative analysis. Each indicator is tested for validity and reliability, then continued with the coefficient of determination test, and continued with hypothesis testing using the t-test. This research produces a statement that product quality dimensions such as performance, features, reliability, conformity to specifications, durability, aesthetics, and impression of quality have a significant influence on customer satisfaction.

INTRODUCTION

As time progresses, the economy also develops. In the development of the economy in Indonesia, there is a creative industry which is a way to improve the economy in Indonesia. The creative industry is currently widely known for its development and has a selling point that is high enough to overcome the economic problems of creative industry players themselves. From year to year, the development of the creative industry in Indonesia shows a significant increase. The creative industry is a hope as a new force for the national economy in the future. (Asri, 2018).

The driving wheel of the creative economy is the creative industry. The creative industry has a role from two points of view, namely in national income and also in employment. Based on current prices, the GDP of the creative industry increased in 2010, namely 525.96 trillion to 922.59 trillion in 2016. The role of the creative industry in absorbing labor has a positive work value. From 2015 to 2016, the creative industry workforce occupied by several Indonesian residents continued to increase from 15.96 million people in 2015 (accounting for 13.90% of the national workforce) to 16.91 million people in 2016 (accounting for 14.28% of the national workforce (Central Statistics Agency and Creative Economy Agency, 2017).

Of course, at this time, creative industry players will experience very strong competition. One of the competitions experienced is looking at the quality of the products produced. Products from the creative industry can be in the form of graphic design content or video content. Product quality is highly assessed by customers which can lead to customer satisfaction or not. In the minds of customers, good quality and reliability will be embedded. All activities carried out by the company will be valued by the satisfaction felt by customers. (Kotler, 2009).

Asik Creative is a business operating in the creative industry in Gresik, East Java. Many competitors from Asik Creative are competing to win the market. Product quality is one of the weapons that Asik Creative gives to clients to win the hearts of clients so that they have a sense of satisfaction with Asik Creative. In using product quality as a weapon, of course, several assessment dimensions are used to assess whether the product is of good quality or not. There are seven dimensions of the assessment of product quality, namely performance, durability, conformity to specifications, features, reliability, aesthetics, and impression of quality (Dr. Meithiana, 2019). With these seven dimensions, customers can provide an assessment of the quality of the products that have been provided.

Asik Creative's customer satisfaction is one of the main things that must be established. Customer satisfaction itself can be seen from several indicators that serve as an assessment of whether customers are satisfied or not with the quality of the products produced. There are three indicators in assessing customer satisfaction, namely conformity to customer expectations, interest in revisiting, and willingness to recommend (Dr. Meithiana, 2019). If customers are satisfied with the quality of the product, then customers will do things such as visiting again and recommending it to others.

Satisfying customers is a company's goal in facing competition. Companies can win the hearts of customers, one of which is by providing the best quality products. Because with the best product quality, customers will feel satisfaction from the company. If the product quality is considered good, then customer satisfaction will also be formed. This research aims to determine the influence of the quality of the products produced on customer satisfaction at Asik Creative.

THEORETICAL REVIEW

Product Quality Theory

Kotler (2012) defines a product as “anything that can be offered to a market to satisfy its needs or requirements.” That is, consumers purchase physical and chemical properties to meet their needs. Because each combination of these characteristics will provide different satisfaction, each combination is a different product.

Kotler and Keller (2012: 143) define product quality as the ability of an item to provide appropriate results or performance, even exceeding what customers want. According to Kotler and Armstrong (2008:7), product quality is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs. Products that function well can have good quality. The experience of buying used items may be overwhelming for buyers. Product quality is very important to know whether customers are satisfied or not with the products sold by the company.

Satisfaction is the level of a person's feelings after comparing the performance or results they feel with their expectations, according to Oliver in Yani, Rohmat (2021: 182). Customers' estimates or beliefs about what they receive are called expectations, which are formed by previous purchasing experiences, comments from others, or promises made by the company. Customer experience usually creates certain expectations that will influence how customers evaluate the company.

Research conducted by Mifta Alifa Roselina (2019) found that there is a positive influence between customer satisfaction and product quality. Research conducted by Joni Effendi and Nur Azizah (2019) also supports this finding.

H1: It is suspected that product quality at Asik Creative influences customer satisfaction.

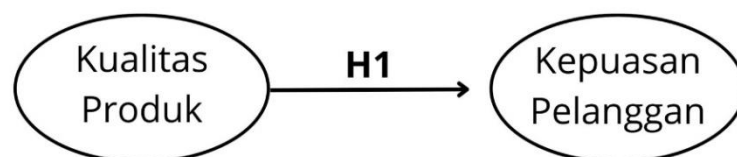


Figure 1. Conceptual Framework

METHODOLOGY

The location of this research is Asik Creative, Greseik, East Java. The research uses a quantitative type of research with product quality variables on customer satisfaction variables. The data source for this research uses primary data, namely data obtained directly from respondents. This data collection technique was carried out by distributing questionnaires to several Asik Creative clients who had worked together. The sample was determined using a purposive sampling method which was not taken randomly but was determined by the researcher himself. The samples in the research were 50 Asik Creative respondents. In this research, Partial Least Square SEM analysis is used, which is an analysis used to develop or predict an existing theory. This research passed several tests, namely the validity test, reliability test, coefficient of determination, and hypothesis test using the t-test. The descriptive method is used to obtain a complete and precise picture of the research objectives. In this case, a Likert scale is used and this research uses PLS structural model analysis assisted by using SmartPLS 4.0 software.

Table 1. Answer Assessment Score

Strongly Agree (SS)	= Given a score of 5
Agree (S)	= Given a score of 4
Disagree (KS)	= Given a score of 3
Disagree (TS)	= Given a score of 2
Strongly Disagree (STS)	= Given a score of 1

RESULTS

General Description of Respondents

The respondents used for this research were Asik Creative clients who had worked together. There were 50 respondents in this study who were by the purposive sampling method in this study, based on the data that had been collected, the following information was obtained.

Description of Research Variables

Table 2. Description of Product Quality Variables (X₁)

Product Quality (X)	SS	S	KS	TS	STS	Total
X _{1.1}	34	14	2	0	0	50
X _{1.2}	36	12	1	1	0	50
X _{1.3}	37	12	0	1	0	50

$X_{1.4}$	38	10	1	1	0	50
$X_{1.5}$	35	15	0	0	0	50
$X_{1.6}$	38	10	1	1	0	50
$X_{1.7}$	33	14	2	1	0	50

Based on table 2, shows the respondents' answers regarding the quality of the products that have been given by giving a value to the five indicators, namely with an average value of 4.66.

Table 3. Description of Customer Satisfaction Variables (Y_1)

Product Quality (Y)	SS	S	KS	TS	STS	Total
$Y_{1.1}$	36	12	2	0	0	50
$Y_{1.2}$	36	13	1	0	0	50
$Y_{1.3}$	44	5	1	0	0	50

Based on table 3, shows the respondents' answers regarding customer satisfaction which has been given by giving a value to the five indicators, namely with an average value of 4.74.

Validity and Reliability Test

Table 4. Outer Loadings

	Variable X	Variable Y
X_1	0.686	
X_2	0.840	
X_3	0.762	
X_4	0.752	
X_5	0.773	
X_6	0.656	
X_7	0.737	
Y_1		0.868
Y_2		0.671
Y_3		0.895

Based on the results of the validity test on the question items for the two variables, it is known that several questions were declared invalid because the value was less than 0.70, but overall the majority met the minimum criteria.

Structural Equation Analysis Model Model

The first stage of structural analysis built in the research on the Influence of Product Quality on Customer Satisfaction in Creative, Gresik, East Java can be seen in the following picture:

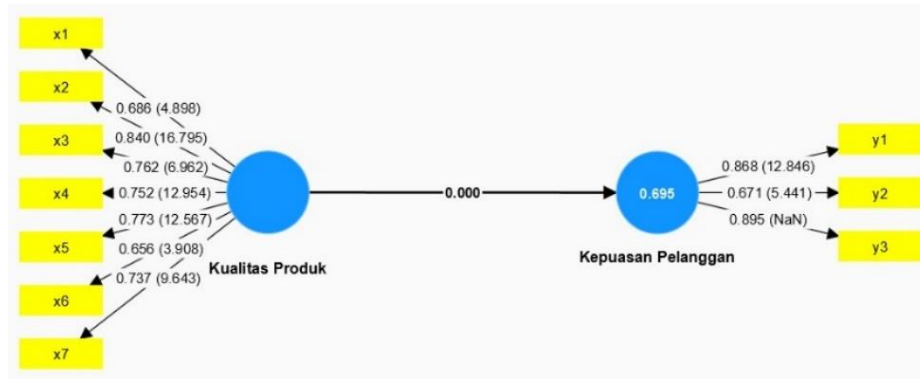


Figure 2. Outer Model

Table 5. Construct Validity and Reability

	Croanbach Alpha	Composite reliability (roh_a)	Composite reability (roh_c)	Avarange variance extracted (AVE)
Product Quality	0.867	0.874	0.897	0.556
Customer satisfaction	0.745	0.784	0.856	0.668

Based on the results of the validity and reliability tests, it is known by looking at the AVE value (>0.5). So you can see that the Product Quality variable (X) has an AVE value of 0.556>0.50, as well as the Customer Satisfaction variable (Y) has a value of 0.668.

Coefficient of Determination (R2)

Table 6. Coefficient of Determination Results

	X
R-Square	0.695
R-Square Adjusted	0.68

Based on the test results, it is known that the coefficient of determination value, where the r-square value is 0.695, means that the contribution of the influence of the independent variable to the dependent variable is 69.5%.

T test

Table 7. T Test Results

	Original sample	Sample mean	Standart deviation	T statistic	P value
X against X_1	0.686	0.673	0.140	4.898	0.000
X against X_2	0.840	0.842	0.050	16.795	0.000
X against X_3	0.762	0.740	0.109	6.962	0.000
X against X_4	0.752	0.774	0.058	12.954	0.000
X against X_5	0.773	0.773	0.061	12.567	0.000
X against X_6	0.656	0.625	0.168	3.908	0.000
X against X_7	0.737	0.748	0.076	9.643	0.000

Based on the test results, it is known that the value of the t table is p-value, namely <0.05 , so it is declared simultaneous. It can be seen in the table above that the values X_1, X_2, X_3, X_4, X_5,

DISCUSSION

The research results show that each dimension of product quality, including performance, features, reliability, conformity to specifications, durability, aesthetics, and impression of quality, has a significant effect on Asik Creative's customer satisfaction. However, several indicators have a loading factor value of less than 0.7, which means they do not have a significant effect on the variables, but overall the effect is significant. This means that improving each quality dimension will directly increase a company's customer satisfaction. The quality impression variable, which has the highest path coefficient (0.840) of the seven dimensions, has the greatest influence. This shows that customers' positive impressions of the quality of Asik Creative products are the main factor in determining customer satisfaction.

The Cronbach alpha value of product quality is 0.867 which is greater than 0.600 based on the results of the reliability test. Therefore, it can be concluded that the statements given in the questionnaire are (reliable) and worthy of analysis. The Cronbach alpha value of customer satisfaction is 0.745 which is greater than 0.600 based on the results of the reliability test. It can also be concluded that the statements given in the questionnaire are (reliable) and worthy of analysis.

Based on the results of the validity and reliability tests, it is known by looking at the AVE value (>0.5). So you can see that the Product Quality variable (X) has an AVE value of $0.556 > 0.50$, as well as the Customer Satisfaction variable (Y) has a value of 0.668. This shows that all variables in the estimated model meet the discriminant validity criteria.

Based on the results of the coefficient of determination test (R^2), it is known that the product quality variable can explain 69.5% of the variability in Asik Creative customer satisfaction. This figure is quite high for social science research, which is generally below 50%. This means that product quality is a very

important predictor of achieving company customer satisfaction. However, the remaining 30.5% is explained by other factors outside the model.

From the existing t-test results, it can be seen that all dimensions of product quality have a p-value <0.05 , which means that the effect on customer satisfaction is statistically significant, although the magnitude of the effect varies.

CONCLUSIONS AND RECOMMENDATIONS

It can be concluded that the dimensions of product quality consisting of performance, features, reliability, conformity to specifications, durability, aesthetics, and impression of quality have a positive and significant influence on customer satisfaction at Asik Creative. The impression of quality has the most dominant influence on customer satisfaction at Asik Creative. Product quality can explain 69.5% of the variability in Asik Creative customer satisfaction. This indicates that product quality is the main predictor of Asik Creative customer satisfaction.

FURTHER STUDY

Several limitations in this study should be noted. First, this research only looks at one creative company in Gresik, namely Asik Creative. Therefore, the results may not be representative of all creative industries in Indonesia. Therefore, a larger sample should be used to cover all creative companies in various cities in Indonesia, whether large, medium or small scale. Therefore, research findings can be generalized and contribute more to the development of the field of creative product marketing management in Indonesia.

Second, although many other marketing factors can influence customer satisfaction besides product quality, such as price, advertising, brand image, and service quality, the independent variables in this research are only limited to product quality. Therefore, these variables should be used as additional predictors in future model development. Therefore, greater predictive power regarding customer satisfaction with creative products in Indonesia is expected from the models created.

By considering the limitations of this study, it is hoped that future research will provide better contributions in the academic field and real life. Academically, this contribution can enrich creative product marketing theory in Indonesia, and practically, this contribution can be useful as policy input for planning creative product marketing strategies for industry players, government and related associations.

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