

The Influence of Product Quality on the Purchase Decision of MSME Products During the Covid-19 Pandemic

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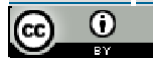
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ABSTRACT

The research aims to determine how much product quality influences purchasing decisions for MSME products during the Covid 19 Pandemic. The method used in this research is quantitative descriptive, where this research is expected to provide an overview of the relationship between variables through testing using statistical calculations. The sampling technique used was purposive sampling with the help of data analysis methods namely validity test analysis, reliability test, correlation coefficient test, coefficient of determination test, and regression equation test. The number of respondents was 75 people. Based on the results of the study, it was found that the product quality variable had a positive and significant effect on the purchase decision variable. This shows that the influence between variables has a moderate positive dependency relationship category. While the results of the coefficient of determination show that there is a contribution from the product quality variable (X) to the purchasing decision variable (Y) of 33.7% and most of the remaining 66.3% is influenced by other factors not examined in this study

INTRODUCTION

The condition of Covid-19 Pandemic has forced all business actors to think creatively and wisely in marketing the products and or services they produce so that their businesses can continue. Micro, small, and medium enterprises (MSMEs) are required to be even more creative in maintaining their business so they can compete in the era of the Covid-19 pandemic. MSMEs in developing countries have a role that is linked to one of the government's efforts to help the community's economy in overcoming socio-economic problems, especially related to problems of unemployment, poverty, and income distribution. (Setyawati, 2016). meanwhile in Indonesia itself, MSMEs are seen as a community organization that has a contribution in expanding employment opportunities and economic development as well as forming the gross domestic product (GDP). MSMEs are also able to create a productive economic safety net, especially for low-income people. (BAPPENAS, 2014)

The development of MSMEs has a very important role in Indonesia because during this pandemic MSMEs can continue to run without extra help and support from the government, one of the businesses that can still maintain their business in the midst of this pandemic is fashion MSMEs in the Bandung district. Bandung Regency has a history as the center of the textile industry which is well known on a national and international scale and was pioneered by several local textile entrepreneurs who have skills, namely making cloth, fashion products, and many other textile products. The growing MSMEs engaged in clothing/fashion in Bandung Regency are increasingly varied, with different characteristics and characteristics. Competition for MSMEs is increasing, therefore, to revive MSMEs during this pandemic, one of them requires support from stakeholders, in this case, the Government. (Hidayat & Yuniati, 2021)

Therefore, many MSMEs, especially those engaged in clothing convection, are competing to produce various types, qualities, and models in order to attract customers. Therefore, every MSME industry actor is required to be able to create their products with the best quality and product specifications. Today's consumers are more selective and have various kinds of considerations in meeting their needs and desires, in determining the choice of certain products they will use or buy, because consumers will choose products according to their wishes so that they feel that their needs for these products are satisfied. If the products produced by MSMEs can fulfill these consumer desires, consumers will have a deep memory of these MSME products. Coupled with the ability of MSMEs in competition and entrepreneurship, the presence of MSMEs will not only create innovation in the economic field but will help the state in taking advantage of social benefits from these MSMEs. (Tambunan & Chandra, 2014)

Table 1. Sales Data for the Period 2019 to 2020

No	MSME name	Year	
		2019	2020
1	Cendana	1,84%	1,90%
2	Qila Collection	42,46%	41,18%
3	Aska Collection	1,65%	1,69%
4	Namira Fashion	45,52%	45,76%
5	Lulu Collection	1,57%	1,65%
6	Tiara Fashion	1,41%	1,52%
7	Kiara Fashion	1,18%	1,27%
8	Ratu Collection	1,03%	0,94%
9	Mia Fashion	1,21%	1,47%
10	Samira	1,29%	1,34%
11	Hanna Collection	0,85%	1,27%
12	Yaya Fashion	1,57%	1,81%
13	Tifa Collection	1,27%	1,54%
14	Nina Collection	1,44%	1,66%
		104,2	
Total		9%	155%

Source: Research Results

From the table above, sales data has increased even in the midst of a pandemic, even though when compared to pre-pandemic conditions there have been many declines. However, this condition should be grateful considering that during this pandemic there was an increase in demand, even though the percentage was not large, but on average these MSMEs experienced an increase in demand, although not too significantly. Of the 14 MSMEs that were the object of their research, many experienced an increase, although not significantly. If you look at the total percentage of sales in the early year of the pandemic, which was 104.29% and in the following year it increased by 0.71% or to 155%, this proves that the pandemic has really shaken the economy, especially this MSME fashion product..

Therefore, in addition to product quality, it is very influential in purchasing decisions, especially during a pandemic like today. So MSME actors are required to innovate, especially in the design of each product they produce, given the development of diverse consumer needs and demands for product designs that have advantages and features in each product. This can make various choices for potential consumers in making purchasing decisions for a product.

MSMEs always need to increase their creativity in order to face increasingly complex competition. One of them is in the field of production management, maintaining the quality of the products produced is a must for business actors, especially MSMEs, because after all the competition among MSMEs is very tight. In addition to maintaining product quality, it is also necessary to always innovate so that products remain in demand by consumers.

Competition conditions, such as during the Covid-19 pandemic, are very dangerous for a business actor if he only relies on products without any effort to maintain quality and development efforts. Therefore, in maintaining as well as increasing sales and market share, it is necessary to improve and develop products that produce better products, especially to maintain product quality. So that it can provide greater efficiency, satisfaction, and attractiveness, the statement is in accordance with the statement. (Rohaeni, 2016)

The table below shows how much competition there was between sarong products circulating throughout Indonesia in 2019. The data obtained from Tanah Abang Jakarta and Pasar baru Bandung sales agents is as follows:

Table 2. 2019 MSME Fashion Product Competition Data

No	MSME	Presentasion
1	Cendana	6,15%
2	Qila	21,85%
3	Aska Collection	6,92%
4	Namira Fashion	11,54%
5	Lulu Collection	3,85%
6	Tiara Fashion	11,54%
7	Kiara Fashion	9,23%
8	Ratu Collection	13,08%
9	Mia Fashion	3,85%
10	Samira	3,08%
11	Hanna Collection	5,38%
12	Yaya Fashion	1,54%
13	Tifa Collection	1,23%
14	Nina Collection	0,77%
total		100%

Source: Research Results

Based on direct interviews with several MSME actors and then processing the data from the research results, data was obtained that the number of circulation of MSMEs products, especially those that became research objects, was obtained as shown in Table 1.2 above which explains that the distribution of fashion products produced by MSMEs is not evenly distributed. It can be seen from the distribution of MSME products, the Qila brand is as much as 21.85%, which is the prima donna. In addition, the Ratu Collection brand has a higher market share of around 13.08%. However, there are brands from other competitors that have quite a good market share, namely the Namira Fashion brand with 11.54%, Tiara Fashion with 11.54%, and followed by the Aska Collection brand with 6.15%. Meanwhile, the spread of competition for other MSME products is between 6.15% and the lowest 0.77%.

Based on the description above, the factor that becomes the point of this research is the quality of the product. Also from this research, it can be seen how product quality can affect every consumer or customer in making a decision to buy a product.

THEORETICAL REVIEW

Product Quality

The quality of a product is the most important element contained in a product that causes the product to be valuable or not. If a product is created with maintained product quality, this illustrates the extent to which the product's ability to meet the needs of consumers. Besides that product quality is the overall nature and characteristics of a product in meeting the needs that have been expected by consumers. (Nursya'bani, 2013)

Other experts argue that product quality is everything that is offered by a product to the market to be noticed, owned, used, or consumed so that it can fulfill the desires and needs to be expected of consumers. (Saladin, 2012) Product quality is the suitability of the state of the product with the needs and expectations desired by the product by the customer. The suitability of product use is based on five main characteristics, namely technological, psychological, time, contractual, and ethical. (Yamit, 2010)

Product

A product is something that is traded with the aim of profiting from something that results from someone's creativity. This product or service is usually a tool for buying the wants and needs of customers and the form is tangible, visible, and attractive. Products consist of various elements, and each of these elements must support the other and provide a reinforcing effect so that consumers are interested and purchase. Consumer satisfaction is obtained from a process of comparing their expectations with the realization of the products they get. So that this results in a disconfirmation paradigm, products contain functions and other factors expected by consumers which are often stated as plus products (services). The factors contained in a product are quality, appearance (features), available options (options), style, brand line, type of product (product item), warranty, and service. The statement is in accordance with the statement. (Rohaeni, 2016)

Products are a form of service organization offerings intended to reach the organization by satisfying customer needs and wants. In this context, a product can be anything (both physical and intangible) (Yazid, 2015). Products are anything that can meet human needs. A successful product means a product that can truly meet consumers' needs and desires or tastes. (Gitosudarmo, 2015)

Kotler and Keller (VIDYA PURNAMA SARI, 2018): Products are everything, whether goods or services offered to the market that are created in order to fulfill the wants and needs of its consumers. Product types include physical goods, services, experiences, events, people, places, organizations, information, and ideas.

Product Quality Dimensions

Garvin in (Nasution, 2015) The eight dimensions of quality that can be used to analyze the characteristics of the quality of goods are as follows:

1. Performance

The quality of a product is related to the functional aspects contained in the product and is the main characteristic which is the main factor that is considered by customers when they want to buy a product.

2. *Features*
It is the second aspect of performance that adds to the basic functionality, regarding options and developers.
3. *Reliability*
it is related to the possibility of a product functioning successfully according to customer requirements within a certain period of time under certain conditions.
4. *Conformance*
Quality conformity is associated with the level of product specifications that have been predetermined based on what customers want and need.
5. *Durability*
Is a measure of the useful life of a product
6. *Serviceability*
ability to serve Is a characteristic related to speed or courtesy, competence, convenience, and accuracy in fulfilling customer desires.
7. *Aesthetics*
It is a characteristic of beauty that is subjective, tied to personal considerations, and a reflection of individual preferences or choices.
8. *Perceived quality*
It is subjective, and related to customer feelings about consumer products, such as increasing self-esteem.

Buying Decision

An action taken by consumers in deciding or considering buying a product or service. in order to influence purchasing decisions, each producer must carry out various strategies so that consumers decide to buy the products they sell. The consumer decision-making process includes a series of activities starting from identifying needs/problems, seeking information, evaluating alternatives, purchasing decisions, and evaluating post-purchase behavior. (Kotler & Keller, 2012)

Purchasing decision is a process consisting of various long stages so that the end result is the purchase of a product. Purchasing decisions include basic psychological processes that play an important role in understanding consumer buying decisions. The buying process begins with an introduction to consumer needs and then continues to the information search stage, evaluating alternative choices, purchasing decisions, and finally post-purchase evaluation. that the consumer buying process is described through five stages of activity where consumers may purchase goods and services. (Ferrel & Hartline, 2011)

Purchase Decision Stages

Consumers before making a purchase decision usually go through five stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The buying decision process is of the type in that the buying process begins long before the actual purchase and consequences long after the purchase. In full it is described as follows. (Sudaryono, 2016):

1. Recognition of needs. The buying process begins when the buyer determines what he expects and what he wants in a product and decides to buy the

product thinking that is what he needs. This need can be triggered by internal or external stimuli that occur in consumers.

2. Information search

Information sources consist of four groups, namely the personal source group consists of family, friends, neighbors, and acquaintances. The second group, namely commercial sources, consists of advertising, salespeople, intermediaries, and packers. the third group of experience sources consists of product handling, inspection, and use. the last group of public sources consists of mass media, organizations, and consumer ratings.

3. Evaluation of alternatives. Buyers seek to reduce feelings of uncertainty. They will probably read various advertisements. Information search can be internal or external. Internal search is a cognitive activity related to efforts to extract information stored in memory, while an external search is the collection of information from sources outside memory.

4. Purchase decision. A prospective buyer must make a purchasing decision. The decision can be in the form of not choosing one of the available alternatives.

Post-purchase consumption and evaluation. Assuming that the decision maker is also a user, then the problem of purchase satisfaction or purchase dissatisfaction.

METHODOLOGY

The research method used in this study is a quantitative method. The quantitative method is research data in the form of numbers and analysis using statistics (Sugiyono, 2018). The data collection method used is as follows:

1. Interview

Interviews are a way to collect data with a direct question-and-answer process to obtain clear direct data and information from relevant informants.

2. Observation

Observation is carrying out the process of observing directly the object of research.

3. Questionnaire

Data collection by providing a list of questions to respondents. In this case, distributing questionnaires to consumers who use products from companies that are the object of research.

Research Instrument Test

Validity test

A validity test is a test used to determine whether or not the questionnaire is valid in collecting data (Tanidredja & Mustafidah, 2013). To test the validity level of the questionnaire, the Product Moment correlation technique can be used. A questionnaire can be said to be valid if the r-calculated value for each question item in the questionnaire is greater than the r-table value.

Reliability Test

A measuring tool is said to be reliable if the tool can measure a phenomenon at different times and always shows the right results. So a

consistently reliable tool will provide precise and consistent results (Tanidredja & Mustafidah, 2013). A variable is said to be reliable if it gives a Cronbach Alpha value greater than 0.6. Reliability testing with the Cronbach Alpha technique was carried out for interview/essay data types.

Population and Sample

The population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2018). After the existing data is processed, the next step is to determine how to calculate and analyze the data. In the selection and calculation of these statistics will be used analysis techniques correlation coefficient test, coefficient of determination test, and regression equation. The calculation will be described as follows:

1. Correlation Coefficient Test

Correlation is used to measure the magnitude of the relationship between distribution channel variables and customer satisfaction.

Table 3. Degree of Correlation and Strength of Relationship

Correlation Value	Relationship Level
0,00 - 0,199	Very low
0,20 - 0,399	Low
0,40 - 0,599	Currently
0,60 - 0,799	Strong
0,80 - 1,000	Very Strong

Source: (Sugiyono, 2018)

According to (Siregar, 2014) to calculate the correlation value (r) is as follows:

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\{n \sum x^2 - (\sum X)^2\}\{n \sum Y^2 - (\sum Y)^2\}}$$

Information:

r = correlation

n = the number of samples

X = Score of items X

Y = Score of items Y

2. Determination Coefficient Test

The coefficient of determination is used to determine how much influence the independent variable (X) has on the dependent variable (Y). the coefficient of determination (KD) is a number that states or is used to determine the contribution or contribution made by a variable or more X (free) to variable Y (bound) (Siregar, 2014). The formula for finding the coefficient of determination (Siregar, 2014)

$KD = (r)^2 \times$

Information:

Kd = The coefficient of determination

r = Correlation coefficient

100% = The multiplier states in percentage

3. Regression Equation

The regression equation is a statistical test that can show a simple relationship or influence model between the dependent variable (Y) and the independent variable (X) (Siregar, 2014). It can be formulated in the form of the linear regression line equation as follows:

$$Y = a + b.X$$

Information:

Y = The value of the dependent variable (variable dependent or independent variable or variable that is influenced).

a = Konstansta, the value of Y if X = 0

b = Koefisien Regresi

X = The value of the independent variables (independent variables or variables that affect other variables). Look up constant values b

Formula:

$$b = \frac{n \cdot \sum XY - \sum X \cdot \sum Y}{n \cdot \sum X^2 - (\sum X)^2}$$

Information: n = Constant value

Look up constant values a

$$a = \frac{\sum Y - b \cdot \sum X}{n}$$

RESULTS

Based on the results of research conducted on MSMEs, product quality has an influence on purchasing decisions for MSME products, this is evidenced by tests of research results that have been carried out as below.

Research Instrument Test

Product Quality (Variable X)

The results of the validity and reliability test of variable X (product quality)

Table 4. Product Quality Variable Validity Test Results (X)

No Item	r hitung	r tabel	Keterangan
Item 1	0,570	0,191	Valid
Item 2	0,583	0,191	Valid
Item 3	0,561	0,191	Valid
Item 4	0,602	0,191	Valid
Item 5	0,665	0,191	Valid
Item 6	0,656	0,191	Valid
Item 7	0,596	0,191	Valid
Item 8	0,567	0,191	Valid
Item 9	0,594	0,191	Valid

Source: Research Results

Based on Table 4 from the results of the validity test above, the r count is 0.570 and the r table value is 0.196. In the table, item 1 is declared valid, because the value of r count is $>$ r table, as well as other items which are declared valid because the value of r count is greater from r table. To assess whether the values in the Corrected Item-Total Correlation table can be compared with the R Table (Appendix 4) at $df = N-2$ and a Probability of 0.10. The value of df in this example: number of samples $(75)-2= 73$. R Table on df 73 The probability of 0.10 is 0.1914.

Table 5. Product Quality Variable Validity Test (X)

Koefisien	Nilai	Keterangan
Reabilitas		
Kualitas	0,877	Reliable
Produk		
(X)		

Source: Research Results

Based on Table 5 from the reliability test results above for the product quality variable, the Cronbach Alpha value is $0.877 > 0.06$. A variable is said to be reliable if it gives a Cronbach alpha value > 0.6 so it can be concluded that the indicators forming product quality based on the above information are valid and reliable.

Buying decision

Test the Validity and Reliability of Variable Y (Purchase Decision)

Table 6. Purchase Decision Variable Reliability Test Results (Y)

No Item	r Count	r Table	Information
Item 1	417	0,191	Valid
Item 2	355	0,191	Valid
Item 3	482	0,191	Valid
Item 4	638	0,191	Valid
Item 5	622	0,191	Valid
Item 6	568	0,191	Valid

Source: Research Results

Based on table 6 from the results of the Corrected Item Total Correlation validation test for the purchasing decision variable on item 1 or what is called r count is $0.417 > r$ table 0.1914 . Item 1 is declared valid, because the value of r count $> r$ table, as well as other items which are declared valid because the value of r count is greater than r table. To assess whether the values in the r-count table can be compared with the R-table (Appendix 4) at $df = N-2$ and a probability of 0.10. The value of df in this example: number of samples $(75)-2= 73$. R Table on df 73 The probability of 0.10 is 0.1914.

Table 7. Purchase Decision Variable Reliability Test (Y)

Reliability Coefficient	Mark	Information
Product quality (X)	0,745	Reliable

Source: Research Results

Based on Table 7 from the results of the validity test above for the purchasing decision variable, the Cronbach Alpha value is $0.745 > 0.06$. A variable is said to be reliable if it gives a Cronbach alpha value of > 0.6 so that it is concluded that the indicators forming product quality based on the information above are valid and reliable. From the results of data processing in the validity test of product quality variables, the r count is 0.570, and r table is 0.191. With these results it can be concluded that the product quality variable is declared valid because the value of r count is greater than the value of r table (r

count > r table). For the reliability test on the distribution variable, a Cronbach Alpha value of 0.877 is declared reliable, because a variable is said to be reliable if it gives a Cronbach Alpha value > 0.6. So it can be concluded that the indicators forming product quality based on the information above are valid and reliable.

For the purchase decision variable, the results of the validity test obtained an r count of 0.417 and a table of 0.196. The results of the purchase decision are declared valid because the value of the r count is greater than the value of the r table. In the reliability test of the purchasing decision variable, the Cronbach Alpha value of 0.745 is declared reliable, because a variable is said to be reliable if the Cronbach Alpha value is > 0.6. So it can be concluded that the purchase decision is valid and reliable.

The level of relationship between product quality variables and purchasing decisions can be seen from the correlation coefficient test. From the calculation results of manual data processing and using SPSS, the correlation value of product quality variables on purchasing decisions is 0.581. Based on the level of correlation and the strength of the relationship (Sugiyono, 2018), the r-value of 0.581 is in the range of 0.40-0.599 and has a moderate relationship level category. This shows that product quality has a moderate relationship with purchasing decisions.

The product quality variable contributed 33.7%. Thus, product quality contributes or contributes little influence on purchasing decisions by 33.7%. This proves that 33.7% of purchasing decisions are influenced by product quality and most of the remaining 66.3% are influenced by other factors not examined in this research.

DISCUSSION

From the results of data processing using SPSS, the following is obtained:
Analysis of Variable X (Product Quality) Against Y (Purchasing Decision)

To find out the value of the correlation coefficient (r) which serves to determine the strength of the relationship between product quality variables and purchasing decision variables, the calculation based on the questionnaire results data is as follows:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\{n\sum x^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$$

$$r = \frac{75.(68366) - (2770).(1841)}{\sqrt{75.103210 - (2770)^2 [75.45643 - (1841)^2]}}$$

$$r = \frac{5127450 - 5099570}{\sqrt{[7740750 - 7672900][3423225 - 3389281]}}$$

$$r = \frac{27880}{\sqrt{[67850][33944]}}$$

$$r = \frac{27880}{\sqrt{2303100400}}$$

$$r = \frac{27880}{47990,6}$$

$$r = 0,581$$

The r value obtained from the calculation of the correlation coefficient is 0.581. Based on the level of correlation and the strength of the relationship (Sugiyono, 2018), the r value of 0.581 is in the range 0.40 - 0.599 and has a moderate relationship level category. This shows that product quality has a

moderate relationship to purchasing decisions. In addition, the number 0.581 is a perfectly positive number (Siregar, 2014) therefore, there is a direct relationship between product quality and purchasing decisions. That is, if the value of the distribution channel variable increases, then the value of the customer satisfaction variable also increases.

Determination Coefficient Test

To determine the value of the coefficient of determination (r^2) which functions to determine the contribution made by the product quality variable to the purchasing decision variable, the calculation based on the questionnaire results data is as follows:

$$KD = r^2 \times 100\%$$

$$KD = (0,580)^2 \times 100\%$$

$$KD = 33,7\%$$

Based on the calculation of the coefficient of determination, the r^2 value is 33.7%. If the value of r^2 is getting closer to 100%, it means that all the independent variables provide almost all the information needed to predict the dependent variable, thus that product quality contributes or contributes with little influence on purchasing decisions by 33.7%. This proves that 33.7% of purchasing decisions are influenced by product quality and most of the remaining 66.3% are influenced by other factors not examined in this study.

Regression Equation Test

To find out or predict the value of the purchasing decision variable that is influenced by product quality, it can be calculated with the regression equation using the following formula:

$$b = \frac{n \cdot \sum XY - \sum X \cdot \sum Y}{n \cdot \sum X^2 - (\sum X)^2}$$

$$b = \frac{75.68366 - 2770.1841}{75.103210 - (2770)^2}$$

$$b = \frac{5127450 - 5099570}{7740750 - 7672900}$$

$$b = \frac{27880}{67850}$$

$$b = 0,411$$

Based on the calculation results above, it can be seen that the value of the constant b is 0.411. After knowing the value of constant b, we can then look for the value of constant a. To find out the value of the constant a, the following formula is used:

$$a = \frac{\sum Y - b \cdot \sum X}{n}$$

$$a = \frac{1841 - 0,411 \cdot 2770}{75}$$

$$a = \frac{1841 - 1138,47}{75}$$

$$a = \frac{702,53}{75}$$

$$a = 9,371$$

Based on the calculation results above, it can be seen that the value of the constant b is 0.411. After knowing the value of constant b, we can then look for the value of constant a. To find out the value of the constant a, the following formula is used.

$$Y = a + b \cdot X$$

$$Y = 9,371X + 0,411$$

Based on the calculations and the regression equation, it can be seen that the constant a is 9.371 with a positive value, which means that if product quality is not implemented ($X=0$), then the purchase decision is 9.371. If product quality increases by 1 level ($X=1$), then the value of the purchase decision (Y) = 9.371(1) +0.411.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research that discusses the influence of product quality on purchasing decisions for MSME products, the following conclusions can be drawn:

Product quality can be said to be good because product quality is directly proportional to the purchase decision. It can be proven by the number of customers/consumers who agree with the quality of the products produced.

Customer satisfaction can be said to be good, it can be proven by the results of the questionnaire. The majority of customers stated that they strongly agreed and agreed. Based on the analysis that has been carried out in the research, it can be concluded that the quality of the product produced is good enough because it is in the medium category. This can be proven from the results of the study that product quality has a positive relationship between variables that is quite large, namely 0.581 and through the test of the coefficient of determination (r^2) it can be seen that from the quality of this product it shows an effect of 33.7% included in the Enough category.

Based on the conclusions described above, the suggestions that researchers can put forward are as follows: MSMEs should continue to maintain or improve the quality of their products so that consumers will feel satisfied and will not lose confidence in the products they produce. Adding the latest variants or models with modern designs and motifs so that they are suitable for use by various age groups. As well as having quality that is no less good than other brands so that it can compete in the market and be accepted by the public.

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