

IMPACT OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION

(STUDY AT GACOAN NOODLE SURABAYA)

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Abstract

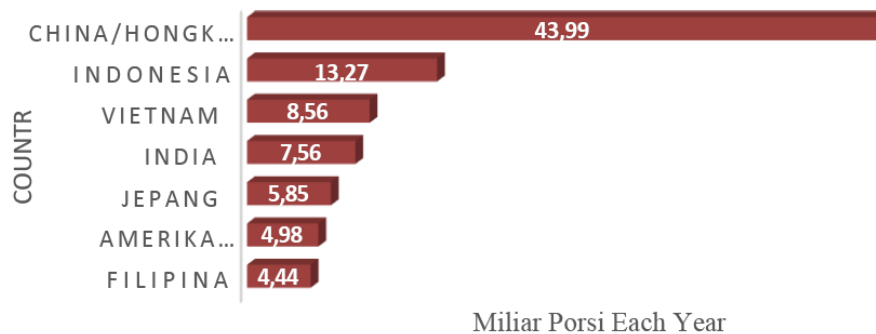
The rapid growth of food business in Indonesia also leads to increased competition. Restaurants should have the advantage of being able to compete in order to survive and win the competition in this food business. One way that can be used to achieve such excellence is to implement the right quality of service and product quality so as to improve customer satisfaction and create consumer loyalty. This research aims to analyse the impact of service quality and product quality on customer satisfaction and the customer loyalty in restaurants and to know which factors are influential in the restaurant. This research aims to determine the influence of product quality and service quality on consumer satisfaction at Mie Gacoan Kenjeran 2 Surabaya. The research method uses quantitative methods. The data used are primary and secondary data. Data was obtained by distributing questionnaires to a sample of 97 respondents. This research uses a purposive sampling method and the analytical tool used is multiple linear regression with the help of the SPSS 29 program. Partial test results show that product quality has a significant effect on consumer satisfaction, service quality has a significant effect on consumer satisfaction. For the simultaneous test, it shows that product quality and service quality have a significant effect on customer satisfaction. The coefficient of determination value is 0.665, meaning that the regression model obtained is able to explain that product quality and service quality variables can influence consumer satisfaction at Mie Gacoan Kenjeran 2 Surabaya by 66.5%. Meanwhile, the remaining 33.5% is influenced by other variables not explained in this research.

Keywords: Consumer Satisfaction, Product Quality, Service Quality

INTRODUCTION

The high number of spicy food culinary businesses in Indonesia has triggered intense competition among business actors. Therefore, culinary business actors are required to develop attractive strategies, including in terms of product quality and service quality. So that many business people are busy opening culinary businesses made from noodles and also making business people increasingly selling their products with various advantages and spicy flavors to attract the attention of consumers, especially lovers of processed spicy noodles.

The country with the highest consumption of instant noodles



Pic 1 The country with the highest consumption of instant noodles

Source: World Instant Noodles Association (WINA)

Based on data from the World Instant Noodles Association (WINA), Indonesian instant noodle consumption increased 4.98% to 13.27 billion packs in 2021 compared to the previous year. This number places Indonesia's consumption as the second largest in the world after China with consumption of 43.99 billion packs last year. On the other hand, the results of the Indonesian Population Consumption Expenditure survey by the Central Statistics Agency (BPS) in March 2021 showed that the Indonesian population consumed 48 packs of instant noodles a year or a total of 13.2 billion packs throughout Indonesia, with an average weight per pack. is 80 grams. Even in 2021, Indonesia was ranked second as the country that eats the most instant noodles. This amount of consumption will continue to increase in 2022-2023.

A fast-food restaurant that provides spicy noodles which have been popular recently, namely Mie Gacoan. Mie Gacoan itself is a trademark of the No.1 spicy noodle restaurant chain in Indonesia, PT. Pesta Pora Abadi is the parent of the Mie Gacoan restaurant. Mie Gacoan was founded in early 2016 in Malang City, East Java. Often called the best price to quality in its class. (Sholikhah, 2023). Mie Gacoan is famous for its spicy taste with adjustable levels of spiciness and selling other products in the form of dimsum and various kinds of drinks certainly makes consumers, especially teenagers, feel satisfied with the quality of the products served by Mie Gacoan.

Product quality is the main factor in determining consumer satisfaction because it not only stabilizes quality, but also develops the product (Laili & Budiarti, 2023). According to Firman (2020), product quality is a capability in a company that has functions such as durability, superiority or reliability, as well as ease of operation and repair. According to Laili & Budiarti, (2023), product quality can also be a determining factor in customer satisfaction when purchasing a product. If a product has good quality then consumer needs and desires can be met. Mie Gacoan provides good quality and is in line with the prices set by the company, therefore Mie Gacoan still has many fans amidst the competition from other spicy noodles. Product quality is one of the influential factors in encouraging customer satisfaction to meet consumer expectations and desires and illustrates the extent to which the product can meet consumer needs.

Apart from product quality, service quality can also influence consumer satisfaction (Safira et al., 2023). According to Suwarsito & Sabeli (2020), define service quality as all types of activities that have an invisible character that occur when there is interaction between staff and clients carried out by a service provider business. Meanwhile, according to Ariani (2020), service quality is a quality that can be determined by the customer, and where a customer wants a product or service that will suit their needs and expectations at the level of product value. Quality service plays an important role in creating consumer satisfaction, because

service quality is a necessity that companies must fulfill in order to survive and continue to gain customer trust (Laili & Budiarti, 2023). Therefore, consumer satisfaction is an important issue that companies must focus on.

Mie Gacoan in its service system offers a fairly complete range of services including WiFi, toilets, places of worship, parking, orders that can be made online such as Gofood so that it makes it easier for customers to make purchases. However, there are also consumers who complain about the quality of service available at Mie Gacoan, such as long waiting times when ordering directly or via the Gofood application, the cashier service provided is lacking so that consumer queues become long because the number of consumers with the cashier service provided is not balanced, and the taste is not suitable because the food is prepared before ordering, making the quality of the noodles hard and not good for serving. Therefore, the quality of service in a company must be maintained and the company must understand the needs and tastes of consumers so that consumers meet their expectations and perceptions of the products and services that have been provided (Kusumawardani & Achsa, 2023).

Previous research conducted by Deni et al., (2023) stated that product quality has a positive and significant effect on customer satisfaction. Previous research conducted by Ayu Alifia et al., (2023) stated that product quality can have a positive influence on consumer satisfaction. However, this is different from research conducted by Dewa Tegar et al., (2022) which shows that product quality variables do not influence consumer satisfaction because there are many other factors that influence consumer satisfaction. Previous research by Kusuma & Achsa (2023) shows that service quality has a significant effect on consumer satisfaction. Meanwhile, in research conducted by Malik Ibrahim et al., (2019), service quality has not been able to prove the relevance of customer satisfaction

Based on the background above, the researcher is interested in conducting research with the title "THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AT MIE GACOAN BRANCH KENJERAN 2 SURABAYA"

RESEARCH METHODS

This type of research uses quantitative methods with an associative or clausal research approach, namely research designed to collect evidence regarding the cause-and-effect relationships contained in the research. The objects of this research are consumers of Mie Gacoan, Kenjeran 2 Surabaya Branch. The technique for selecting the sample for this research is non-probability sampling. The sample criteria in this study were that respondents who had eaten at Mie Gacoan, Kenjeran 2 Surabaya Branch were at least 17 years old (assuming consumers were adults and could independently provide answers). In this study, the sample that will be the research object represents a population of 97 respondents who have purchased Mie Gacoan products, Kenjeran 2 Surabaya Branch. The sampling technique used was purposive sampling, that is, samples were taken based on the criteria that they had purchased Mie Gacoan, Kenjeran 2 Surabaya Branch and were at least 17 years old (assuming the consumer was an adult and could independently provide answers). Sampling in this research was carried out by distributing questionnaires via an online Google form which was distributed via social media such as WhatsApp, Instagram and other media, where the selected potential respondents were consumers who had purchased Mie Gacoan, Kenjeran 2 Surabaya Branch and who were 17 years old. to the top.

RESULTS

Validity Test

Instrument Test

Table 1. Validity Test Results

Variable	Statemen	Correlation Coefficient	R Tabel	Conclusion
X1	X1.1	0,659	0,199	Valid
	X1.2	0,651	0,199	Valid
	X1.3	0,793	0,199	Valid
	X1.4	0,748	0,199	Valid
	X1.5	0,761	0,199	Valid
X2	X2.1	0,771	0,199	Valid
	X2.2	0,813	0,199	Valid
	X2.3	0,817	0,199	Valid
	X2.4	0,719	0,199	Valid
	X2.5	0,687	0,199	Valid
Y	Y1	0,767	0,199	Valid
	Y2	0,843	0,199	Valid
	Y3	0,756	0,199	Valid
	Y4	0,728	0,199	Valid
	Y5	0,784	0,199	Valid

Source: SPSS v.29

The results of the validity test show that all indicators on the product quality variable (X1) provide valid results with an r-count value greater than 0.199, so that the r-count > r-table value is fulfilled. The service quality variable shows that all indicators in the service quality variable (X2) provide valid results with an r-count value greater than 0.199, so that the r-count > r-table value is fulfilled. The consumer satisfaction variable shows that overall consumer satisfaction (Y) gives valid results with an r-calculated value greater than 0.199, so that the r-calculated value > r-table is fulfilled.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Criteia	Conclusion
Product Quality (X1)	0,771	>0,60	Reliable
Service Quality (X2)	0,815	>0,60	Reliable
Consumer Satisfaction (Y)	0,833	>0,60	Reliable

Source : SPSS v29

The Cronbach alpha (α) value for all variables is greater than the reliability standard, namely 0.6, so it can be concluded that the indicator or questionnaire used for the product quality variable (X1) with a Cronbach alpha (α) value of $0.771 > 0.60$, quality service (X2) with a Cronbach alpha (α) value of $0.815 > 0.60$, and consumer satisfaction (Y) with a Cronbach alpha (α) value of $0.833 > 0.60$. So it can be declared trustworthy (reliable) as

a measuring tool for research variables and can be reused in further research.

Classic Assumption Test Normality Test

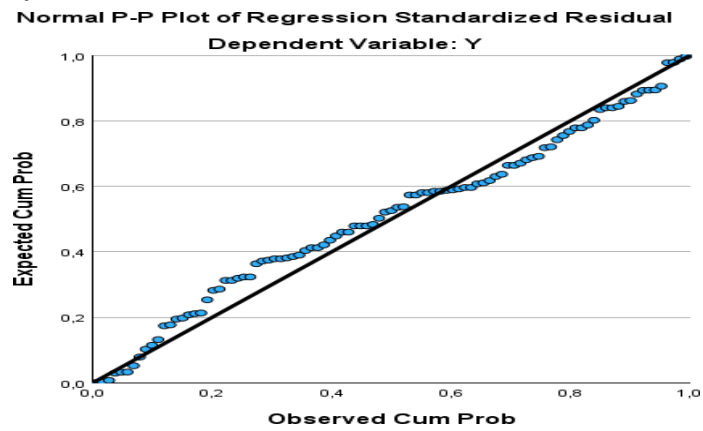


Figure 2. Normality Test Results

Source :SPSS v29

The data distribution graph is around the diagonal line and follows the direction of the diagonal line, so it can be concluded that the regression model in this study meets the requirements of a normal probability plot so that it meets the normality assumption and it can be said that the graph has a normal distribution.

Table 3. Kolmogrov-Smirno Test Results

Model	Test Statistik Kolmogrov- Smirnov	Sig	Criteia	Conclusion
Unstandardized Residual	0,008	0,011	> 0,05	Berdistribusi Normal

Source SPSS v29

The Kolmogorof Sminrov normality test in table 4.11 above shows a significance value of 0.033, which means that $0.033 > 0.05$ so it can be said that all variables in this study are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Variabel	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Product Quality (X1)	0,542	1,846	Multicollinearity Free
Service Quality (X2)	0,542	1,846	Multicollinearity Free

Source: SPSS v29

The results of the multicollinearity test above indicate that the tolerance value for the product quality variable is 0.542 ($0.542 \geq 0.10$), the VIF value is 1.846 ($1.846 \leq 10$). Meanwhile, the service quality variable tolerance

is 0.542 ($0.542 \geq 0.10$), the VIF value is 1.846 ($1.846 \leq 10$). So it can be concluded that the variables in this study are free from multicollinearity.

Heteroscedasticity Test

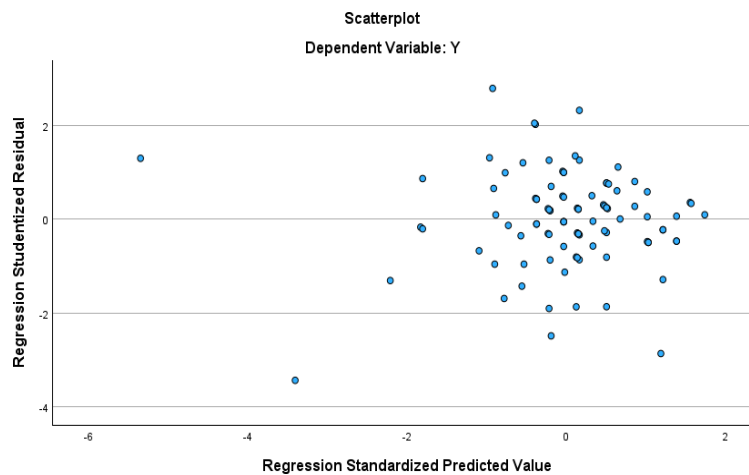


Figure 3. Heteroscedasticity Test Results

Source: SPSS v29

From the results seen in the picture above, it can be concluded that heteroscedasticity does not occur in the regression model so that the regression model is suitable for testing, because there is no clear pattern and the points are spread above and below zero (0) on the Y axis.

Analysis Method

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	1,219	1,408				
X1	0,455	0,089	0,416	5,129	0,001	0,542	1,846
X2	0,489	0,084	0,475	5,855	0,001	0,542	1,846

Source: SPSS 29

The interpretation of the model above is as follows:

- a. The constant value (a) is 1.219 which can be interpreted as if the independent variables product quality and service quality are constant, then the size of the dependent variable, namely consumer satisfaction, is 1.219 units. The constant value (a) is positive, namely 1.219, meaning that if product quality and service quality are equal to zero (0), consumer satisfaction will increase.
- b. Product quality (X1) has a coefficient value of 0.455. This indicates that the product quality coefficient (X1) has a positive (unidirectional) influence on consumer satisfaction. If product quality increases by one

unit, consumer satisfaction will increase by 0.455 units. This means that the higher the product quality, the higher the customer satisfaction.

c. Service quality (X2) has a coefficient value of 0.489. This indicates that service satisfaction has a positive (unidirectional) influence on consumer satisfaction. If service quality increases by one unit, then consumer satisfaction will increase by 0.489 units. This means that the higher the quality of service, the higher the consumer satisfaction.

Hypothesis Testing

Partial Test (T Test)

Table 6. Partial Test Results (T Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	1,219	1,408		0,866	0,389
X1	0,455	0,089	0,416	5,129	0,001
X2	0,489	0,084	0,475	5,855	0,001

Sumber: SPSS 29

The interpretation of the t test is as follows:

- a. Partial test between the independent variable product quality (X1), on consumer satisfaction
- b. (Y) with a significant value of 0.001. The significant value of the product quality variable (X1) is $0.001 < 0.05$ and the t value in the T coefficients test results table is $5.104 > 1.985$, this shows that the product quality variable (X1) has a partial positive effect. Thus H1 is accepted.
- c. Partial test between the independent variable service quality (X2), and consumer satisfaction (Y), with a significance value of 0.001. The significant value of the service quality variable (X2) is $0.001 < 0.05$ and t-count in the T coefficients test results table is $5.789 > 1.985$, This shows that the service quality variable (X2) partially has a positive and significant effect on consumer satisfaction (Y). Thus H2 is accepted.

Simultaneous Test (F Test)

Table 7. Simultaneous Test Results (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig
1 Regression	681,319	2	340,660	93.440	,001 ^{^b}
Residual	342,702	94	3,646		
Total	1024,021	96			

Source: SPSS 29

The simultaneous test (f test) above shows that the significance value is $0.001 < 0.05$ and the results of the f-count $>$ f-table test are $93.440 > 3.09$. So it can be concluded that the variables product quality (X1) and service quality (X2) simultaneously influence consumer satisfaction (Y). These results indicate that the rise and fall of consumer satisfaction at Mie Gacoan, Kenjeran 2 Surabaya Branch is determined by how good the

product quality and service quality are applied at Mie Gacoan, Kenjeran 2 Surabaya Branch.

Analysis of the Coefficient of Determination R²

Table 8. Results of Determination Coefficient Analysis R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,816 ^a	0,665	0,658	1,909

Source: SPSS 29

Based on the results of the analysis of the coefficient of determination R², it can be seen that the determinant value is 0.665, meaning that the independent variables product quality and service quality influence the dependent variable consumer satisfaction by 66.5%. As for the remaining 33.5%, it is influenced by other variables not explained in this research.

PEMBAHASAN

A. Effect of Product Quality (X1) on Consumer Satisfaction (Y)

The first hypothesis testing carried out was the influence of product quality on consumer satisfaction. Based on the results of the T test, the product quality variable (X1) has a significant positive effect on consumer satisfaction (Y). These results are proven by the significant value of the product quality variable (X1) $0.001 < 0.05$ and the t-count in the T coefficients test results table $5.129 > 1.985$, meaning that the statement H1: Product quality has a positive and significant effect on consumer satisfaction is accepted. Where the superior the product quality, the greater the consumer satisfaction in making purchases at Mie Gacoan Kenjeran 2 Surabaya.

Based on the frequency of respondents' assessments for product quality variables, 5 indicators can be used as evidence, namely various types of product variations, product durability, product quality in accordance with consumer specifications, product packaging appearance, and best product quality compared to other brands, indicators of various types of product variations. is the most dominant indicator of consumer satisfaction with a mean of 4.27 with the statement "Mie Gacoan provides various variants of food and drinks on the menu list". This shows that respondents feel satisfied if the product quality of Mie Gacoan has many product choices and Mie Gacoan has the same taste quality even though it is consumed for more than one hour. Therefore, companies must remain superior in paying attention to their products. If product quality is low, the level of consumer satisfaction decreases, which can have an impact on the income earned.

The results of this research are in line with previous research conducted by Fajar et al., (2023) showing that product quality variables have a positive and significant effect on consumer satisfaction. Previous research conducted by Deni et al., (2023) stated that product quality has a positive and significant effect on customer satisfaction. Previous research conducted by Ayu Alifia et al., (2023) stated that product quality can have a positive influence on consumer satisfaction.

B. The Effect of Service Quality (X2) on Consumer Satisfaction

Testing the second hypothesis in this research is the influence of product quality (X2) on consumer satisfaction (Y). Based on the results of the T test, the service quality variable (X2) has a positive and significant effect on consumer satisfaction (Y). These results are proven by the significant value of the service quality variable (X2) $0.001 < 0.05$ and the t-count in the T coefficients test results table $5.855 > 1.985$, meaning that the statement H2: Service Quality has a positive

and significant effect on consumer satisfaction is accepted. Where the superior quality of service is one of the factors that influences consumer satisfaction in making purchases at Mie Gacoan Kenjeran 2 Surabaya. Based on the frequency of respondents' assessments for service quality variables, 5 indicators can be used as evidence, namely Reliability, Responsiveness, Assurance, Empathy and Tangibles. The Reliability Indicator is the most dominant indicator of consumer satisfaction with a mean of 4.05 with the statement "Mie Gacoan employees remain polite and friendly when serving consumers even in crowded conditions." This shows that the relationship between service quality and satisfaction cannot be separated from the company's concern. To create a good quality service, Mie Gacoan must be able to identify what customers want, so they can understand customer expectations for service quality so that customers are interested in Mie Gacoan's service quality.

This is supported by previous research conducted by Fadhil et al., (2023) that service quality has a significant influence on consumer satisfaction. Previous research by Kusuma & Achsa (2023) shows that product quality has a significant effect on consumer satisfaction. Meanwhile, in research conducted by Malik Ibrahim et al., (2019), service quality has not been able to prove the relevance of customer satisfaction.

C. The Influence of Product Quality (X1) and Service Quality (X2) on Consumer Satisfaction (Y)

Based on the results of the F test, the variables product quality (X1) and service quality (X2) simultaneously have a positive and significant effect on consumer satisfaction. This is known from SPSS v.29 calculations which are shown by the influence value of product quality and service quality with a significance of $0.001 < 0.05$ and the results of the $f\text{-count} > f\text{-table}$ test, namely $93.440 > 3.09$. So it can be concluded that H3: Product Quality (X1) and Service Quality (X2) simultaneously influence Customer Satisfaction (Y). These results indicate that the rise and fall of consumer satisfaction at Mie Gacoan, Kenjeran 2 Surabaya Branch is determined by how good the product quality and service quality are applied at Mie Gacoan, Kenjeran 2 Surabaya Branch. It is proven in this research that if product quality and service quality are applied simultaneously, consumer satisfaction will increase

The results of the tests carried out are strengthened by the theory originating from Tjiptono (2008), namely that product quality and service quality have a strong relationship with customer satisfaction, where this strong relationship allows business actors to know customer expectations and what is needed. The results of this research are also in accordance with previous research conducted by Stephanie (2021) who conducted research with the results that there was a significant influence between product quality and service quality on customer satisfaction.

CONCLUSION

1. Product quality has a positive and significant effect on customer satisfaction. This shows that consumer satisfaction can increase due to good product quality.
2. Service quality has a positive and significant effect on customer satisfaction. This shows that consumer satisfaction can increase due to good service quality.
3. Product Quality (X1) and Service Quality (X2) simultaneously influence customer satisfaction (Y). These results indicate that the rise and fall of consumer satisfaction with Mie Gacoan is determined by how good the product quality and service quality are implemented at Mie Gacoan, Kenjeran 2 Surabaya Branch.

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