

Exploring the Interplay of Product Quality, Facilities, Consumer Satisfaction, and Sales Volume in Modern Markets

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ABSTRACT

This study aims to determine the effect of two independent variables, namely product quality and facilities, on consumer satisfaction and its impact on sales volume in Griya Kalibaru Housing, Depok, West Java. This study used a quantitative approach with associative research using the questionnaire method as a data collection tool. Data analysis techniques used include validity tests, reliability tests, classical assumption tests, linear regression tests, correlation coefficient tests, determination coefficient tests, hypothesis tests, path analysis, and sobel tests. The population of this study was all residents of houses in Griya Kalibaru Housing, Depok City, West Java, totaling 58 people. Using saturated sampling techniques, a sample of 58 respondents was obtained. The results showed a positive and significant influence between facilities on sales volume through customer satisfaction, with a t-statistic value of 2.911, exceeding the t-table value of 1.96, and a sig value of 0.03, smaller than the significance level of 0.05, so that H_0 was rejected and H_a was accepted. In addition, the Adjusted R Square coefficient of determination of 0.701 shows that the variables of product quality, facilities, and consumer satisfaction contribute 70.1% to sales volume. The remaining 29.9% was influenced by other factors not included in the study.

Keywords: Product Quality, Facilities, Consumer Satisfaction, Sales Volume, Service Quality

INTRODUCTION

The increasing population growth in Depok City has resulted in an increase in various sectors, one of which is an increase in the need for housing, both in the form of housing and non-housing. This condition is utilized optimally by business people engaged in property to compete for existing market share. The property business in Depok City seems to be increasingly attracting investors in the area bordering Bogor, Tangerang and Jakarta that has recently been targeted by prospective home buyers along with the massive infrastructure development in Depok City.

Depok City is surrounded by many public facilities, ranging from hospitals, education centers, shopping centers, public transportation and so on. The existence of

this public facility can certainly encourage property sales in the area. This indicates that Depok City is very potential for property investment. The average land price in Depok City every year has experienced a significant spike even in the midst of the Covid-19 pandemic, which is an increase of between 10%-25% every year.

A consumer before deciding to make a purchase, first considers the quality of the product on all aspects ranging from compliance with specifications, to the design of the house to be purchased. According to (Aulia & Hidayat, 2022) the meaning of product quality is "The ability of a product to perform its functions, it includes the product's overall durability, reliability, precisios, ease of operation and repair, and other valued attributes" which means the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

The large demand for houses, the quality of buildings is the main factor that consumers also consider. Building quality is a characteristic of a building from the results of construction that affects its ability to meet the wants and needs of consumers. The quality of the building can be judged from the level of attractive design, to sturdiness, durability and comfort (Nurramaadhanti & Yulia, 2021). Therefore, if you want to get a good quality building, the price spent is relatively high.

Housing that has facilities can provoke people's desire to live in the housing. Some housing has facilities like urban areas. The developer must be able to build various facilities, ranging from schools, shopping places, family entertainment such as (swimming pools), indor sports fields, and green parks. Ease of access, complete facilities, focused development, quality of products offered and location are a series of consumer criteria if they want to buy a house (Parengkuan, et, al., 2022). Many housing built in terms of access may be adequate, but in terms of facilities it is still insufficient.

According to (Suhardi, et, al., 2022) defines facilities as everything that is deliberately provided by service providers to be used and enjoyed by consumers with the aim of providing maximum satisfaction. The completeness of facilities ultimately affects the selling value of a residence, the existence of complete environmental facilities makes the area "lively" and will become a magnet for surrounding residents.

Satisfaction is a feeling of pleasure from buyers or residents who get for fulfilling their needs and desires for the house, while dissatisfaction as a feeling that the house

does not meet its standards (Lenggana, 2022). But basically the same, which aims to provide satisfaction for its residents, both through price, ease of access, completeness of service facilities, physical factors of buildings and so on. Measurement of occupant satisfaction has become a very important thing for developers. In addition to seeking commercial benefits, this step can also provide feedback and input for companies to always develop strategies to increase occupant satisfaction.

According to (Arifin, et, al., 2022) consumer satisfaction is a condition where consumer needs, desires and expectations of a product and service, match or are met with the appearance of products and services. Satisfied consumers will consume the product continuously, encouraging consumers to be loyal to a product and service and happy to promote the product and service through word of mouth.

To increase sales volume, developers are required to continue to improve the quality of homes that are livable and have sufficient access and facilities in order to increase satisfaction. Competition in marketing housing products among developer companies is getting tighter, including increasing sales volume by improving the quality of house products built, besides also trying to provide good housing facilities (Kusen, et, al., 2022). This can be one of the factors that can affect the high and low interest of consumers in terms of deciding on home purchases. The development of technology and the development of the business world today greatly help the growth of the city, including the development sector.

THEORETICAL BASIS

Product Quality

According to (Mismiwati, 2019) product quality is a guarantee or guarantee given by manufacturers or product providers to consumers. The guarantee concerns the ability of the product to meet the needs and expectations of consumers in choosing the product. Product quality assurance gives consumers confidence that the product will function well and meet their expectations. When consumers feel confident about the quality of a product, they tend to feel more satisfied and trust to make a purchase or use the product.

In a fierce market competition, product quality becomes one of the key factors that distinguish products from competitors. Companies that are able to present products with superior quality will have a competitive advantage and are better able to win the

competition in the market. Therefore, for manufacturers or product providers, it is important to ensure that the products produced or offered are of good quality and can meet consumer needs. Product quality assurance can be an effective marketing tool to improve a company's image and reputation, as well as increase customer satisfaction and loyalty (Utomo, 2021).

Facilities

According to (Jufrizen, 2021) facilities are part of service marketing variables that have an important role, because services delivered to customers often require supporting facilities in their delivery. In the service industry, facilities refer to all forms of facilities and infrastructure needed to provide and deliver services to customers. These facilities become key enablers in service delivery and contribute to the customer experience.

In addition, facilities can also reflect the quality and image of the company. Modern, clean, and well-maintained facilities can improve the company's positive image in the eyes of customers. Conversely, inadequate or poorly maintained facilities can cause negative impressions and reduce customer confidence in the services provided. Therefore, for service companies, it is important to manage facilities well and ensure the facilities provided are in accordance with customer needs and expectations. Investment in improving adequate facilities can be an effective strategy in increasing customer satisfaction, creating competitive advantage, and building long-term relationships with customers (Kurnia, et, al., 2019).

Customer Satisfaction

According to (Prasyanti, et, al., 2021) what is meant by consumer satisfaction is the feeling felt by consumers as a result of fulfilling the expectations and desires of consumers for the products they buy and can have the right benefits. Consumer expectations and desires are important factors that affect the level of satisfaction. If the product or service can meet or even exceed consumer expectations, then consumers are likely to be satisfied. Conversely, if the product or service does not meet expectations, then consumers tend to feel dissatisfied.

In business, consumer satisfaction is very important to maintain and improve. Satisfied consumers tend to be loyal customers who will return to buy products or use the company's services. In addition, satisfied consumers also tend to give positive recommendations to others, so as to contribute to the company's positive image and

reputation. Therefore, understanding and fulfilling consumer satisfaction is one of the keys to success in business (Prayitno & Sumarto, 2021).

Sales Volume

(Bassi, et, al., 2022) explained that sales are activities that complement or supplement purchases, which serve to enable transactions. In this context, buying and selling activities are considered as an interrelated and important whole in the process of transferring rights and carrying out transactions. In a business perspective, the buying and selling process are two elements that complement and influence each other. Without sales, purchases will not function fully, and vice versa.

Business transactions can occur when buying and selling occur together, and both become important elements in the process of trade and the economy as a whole. This statement emphasizes the importance of the relationship between buying and selling in a business context. When a person or company makes a purchase, there will be another party who will make the sale. Sales are the next step after a purchase, where ownership rights to goods or services are transferred from sellers to buyers (Kamaludin, et, al., 2020).

METHOD

The research method used is a quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim of testing hypotheses that have been determined the nature of this research is associative which aims to determine the influence or relationship between two or more variables. Descriptive discussion is carried out with the aim of discussing the object of research based on each variable determined and from the results of this study it is expected to know which variables must be improved so that the condition of the variables also becomes better and which has been well improved.

In this study, the population was all residents of houses in Griya Kalibaru Housing, Depok City, West Java, totaling 58 people. By using a saturated sampling technique, in this study the samples were all residents of houses in Griya Kalibaru Housing, Depok City, West Java, totaling 58 people. The data analysis techniques used in this study are validity test, reliability test, classical assumption test, linear regression

test, correlation coefficient test, determination coefficient test, hypothesis test, path analysis and sobel test.

RESULT

The Effect of Product Quality on Consumer Satisfaction

The results of the study showed a positive and significant influence between Product Quality (X1) on Consumer Satisfaction (Y) with testing using statistical analysis with a calculated t value of 6.009 which is greater than the table t (2.003), and a sig value of 0.000 which is smaller than the significance level of 0.05, indicating that the results of this study support the alternative hypothesis (Ha1) and reject the null hypothesis (Ho1). This means that the Product Quality variable has a positive and significant influence on the level of consumer satisfaction in Griya Kalibaru housing.

The R correlation value of 0.626 is in the interval between 0.60 – 0.799 with a strong relationship level meaning that the Product Quality variable (X1) has a strong relationship with Consumer Satisfaction (Y). These results show that product quality has a strong contribution to the level of consumer satisfaction. Good product quality can increase the level of consumer satisfaction, because quality products meet consumer expectations and needs better.

While the R Square coefficient of determination of 0.392 means, the Product Quality variable (X1) has a contribution or contribution to Consumer Satisfaction (Y) of 39.2% thus, it is important for Griya Kalibaru housing to pay special attention to the quality of products offered to consumers, because product quality has a significant contribution to the level of consumer satisfaction. However, the remaining 60.8% could not be explained by Product Quality variables and were influenced by other factors not included in the study.

The Effect of Facilities on Consumer Satisfaction

The results of the study showed a positive and significant influence between Facilities (X2) on Consumer Satisfaction (Y) with Testing using statistical analysis with a calculated t value of 4.058 which is greater than t table (2.003), and a sig value of 0.000 which is smaller than the significance level of 0.05, indicating that the results of this study support the alternative hypothesis (Ha2) and reject the null hypothesis (Ho2).

This means that the Facility variable has a positive and significant influence on the level of consumer satisfaction in Griya Kalibaru housing.

The R correlation value of 0.477 is in the interval between 0.40 – 0.599 with a fairly strong relationship level meaning that the Facility variable (X2) has a strong enough relationship to Consumer Satisfaction (Y). These results show that the facilities provided by housing contribute quite strongly to the increase in consumer satisfaction. Good and adequate facilities can increase consumer comfort and satisfaction with the products or services provided. This level of strong relationship indicates that the improvement or improvement of housing facilities can be an important factor to increase the level of consumer satisfaction.

While the R Square coefficient of determination of 0.227 is meaningful, the Facility variable (X2) has a contribution or contribution to Consumer Satisfaction (Y) of 22.7% thus, it is important for Griya Kalibaru housing to pay special attention to the facilities offered to consumers, because these facilities have a significant contribution to the level of consumer satisfaction. However, the remaining 77.3% could not be explained by the Facility variable and was influenced by other factors not included in the study.

The Effect of Product Quality and Facilities on Consumer Satisfaction

The results of the study there is a positive and significant influence between Product Quality (X1) and Facilities (X2) on Consumer Satisfaction (Y) by testing using statistical analysis with a Fcalculate value of 21.322 which is greater than Ftable (3.165), and a sig value of 0.000 which is smaller than the significance level of 0.05, indicating that the results of this study support the alternative hypothesis (Ha3) and reject the null hypothesis (Ho3). This means that together, the quality of products and facilities has a positive and significant influence on consumer satisfaction in Griya Kalibaru housing.

The R correlation value of 0.614 is in the interval between 0.60 – 0.799 with a strong relationship level meaning that the variables Product Quality (X1) and Facilities (X2) have a strong relationship with Consumer Satisfaction (Y). These results show that improvements and improvements in the quality of housing products and facilities have the potential to increase the level of consumer satisfaction. The better the quality of

products and facilities offered by housing, the more likely consumers are to feel satisfied with the purchase or service provided.

While the Adjusted R Square coefficient of determination of 0.408 is meaningful, the variables Product Quality (X2) and Facilities (X2) have a contribution or contribution to Consumer Satisfaction (Y) of 40.8% thus, improvements or improvements in product quality and facilities can contribute significantly to increasing the level of consumer satisfaction. However, the remaining 59.2% could not be explained by either variable and was influenced by other factors not included in the study.

The Effect of Product Quality, Facilities and Consumer Satisfaction on Sales Volume

The results of the study there is a positive and significant influence between Product Quality (X1), Facilities (X2) and Consumer Satisfaction (Y) on Sales Volume (Z) by testing using statistical analysis with a $F_{\text{calculate}}$ value of 48.416 which is greater than F_{table} (2.776), and a sig value of 0.000 which is smaller than the significance level of 0.05, indicating that the results of this study support the alternative hypothesis (H_{a7}) and reject the null hypothesis (H_{o7}). This means that these three variables, namely product quality, facilities, and customer satisfaction, together affect sales volume with a positive and significant influence. This result has important implications for Griya Kalibaru housing in Depok City.

The R correlation value of 0.832 which is in the interval between 0.80 – 1.000 shows that the relationship between the variables Product Quality (X1), Facilities (X2), and Consumer Satisfaction (Y) to Sales Volume (Z) is very strong. That is, these three variables have a close and significant relationship in influencing sales volume. The higher the correlation value (R) is close to 1, the stronger the relationship between those variables. In this case, a correlation value close to 1 (0.832) indicates that changes in product quality, facilities, and consumer satisfaction are likely to have a positive and significant impact on changes in sales volume.

While the coefficient of determination measured by Adjusted R Square of 0.701 means that the variables Product Quality (X1), Facilities (X2), and Consumer Satisfaction (Y) together have a contribution or contribution of 70.1% to changes in Sales Volume (Z) in Griya Kalibaru housing in Depok City, West Java. This means that

about 70.1% of the variation or fluctuation of Sales Volume can be explained by the combination of Product Quality, Facilities, and Consumer Satisfaction variables present in this study. However, the remaining 29.9% could not be explained by these three variables and were influenced by other factors not included in this study.

CONCLUSION

The conclusion of the results is that there is a positive and significant influence between product quality (X1), facilities (X2), and consumer satisfaction (Y) on sales volume (Z) by 70.1%. This study found that the three variables, namely product quality, facilities, and consumer satisfaction, had a positive and significant influence on the level of sales volume in the companies studied. This influence is confirmed as a result of statistical analysis showing that the probability value (sig) is less than the significance level (0.05).

In addition, the value of influence contribution of 70.1% indicates that about 70.1% of the variation or fluctuation of sales volume can be explained by a combination of product quality, facilities, and consumer satisfaction in this study. This indicates that these three variables play an important role in influencing the company's sales performance. However, the remaining 29.9% could not be explained by these three variables and were influenced by other factors not included in the study. These factors may include external variables such as market competition, changes in consumer trends, economic conditions, or other factors that have not been considered in the analysis.

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