

Evaluation of Product Quality, Facilities, and Sales Volume in Enhancing Customer Satisfaction

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ABSTRACT

In an increasingly competitive business environment, understanding the factors that influence customer satisfaction is crucial for a company's success. Product quality, the facilities provided, and sales volume are elements that can significantly affect consumer perception and satisfaction. This study aims to evaluate how product quality, available facilities, and sales volume contribute to the level of customer satisfaction in a specific industry context. The research method used is a survey with data collection through questionnaires to a representative sample of consumers. The collected data is analyzed using descriptive statistical techniques and regression to identify the relationships between these variables. The analysis results show that product quality, the availability of adequate facilities, and stable sales volume play an important role in increasing the level of customer satisfaction. These variables significantly contribute to positive perceptions and customer loyalty towards a brand or product.

Keywords: Customer Satisfaction, Product Quality, Facilities, Sales Volume, Financial Performance

INTRODUCTION

In the era of globalization and increasingly fierce market competition, customer satisfaction has become a critical element in a company's growth strategy. With the rapid changes in consumer preferences and expectations, companies are no longer focused solely on increasing sales but also on building long-term relationships with their customers. Customer satisfaction is not just an indicator of how well a product or service is perceived as useful or satisfactory by consumers, but also reflects the extent to which the company can meet these continuously evolving expectations. By prioritizing customer satisfaction, companies not only strengthen customer loyalty but also lay the foundation for sustainable growth in a market that is becoming more dynamic and rapidly changing (Barahama, et al., 2022).

Product quality is the primary foundation in building a positive relationship between the company and the consumer. When consumers experience high-quality

products, they are not only satisfied with their purchase but are often impressed because the product exceeds their expectations. Consistently high-quality products not only fulfill the basic functions expected but also provide additional value that they might not have anticipated previously (Wardana, et al., 2023). This significantly contributes to building consumer trust in the brand, as they feel confident that the products they purchase are not only reliable but also offer sustainable value. Thus, high product quality is not only a tool to meet consumer needs but also a foundation for building long-term loyalty and sustainable relationships between the brand and the consumer.

The facilities provided by the company are not merely operational support but are also crucial elements in creating an overall positive consumer experience. Effective after-sales service, for example, assures consumers that they will receive support after purchasing the product. This not only increases consumer trust in the brand but also ensures that consumers feel valued and supported in their use of the product (Kurniawan & Soliha, 2022). Ease of access is also an important factor in the consumer experience. Companies that can provide good accessibility, both physically and digitally, offer additional convenience to consumers in interacting with their brand. This can include aspects such as strategic locations, intuitive online ordering systems, or adequate transportation facilities to reach the business or product.

Consistent and responsive sales volume not only reflects the company's operational success but also demonstrates the company's ability to adapt to market dynamics. When a company can maintain or increase its sales volume, this not only means they are successful in retaining their existing customer base but also in attracting new consumers through a positive reputation and credibility built from good experiences (Sari, 2023). Responsiveness to market demand allows companies to anticipate changes in trends and consumer needs, enabling them to adjust their marketing, production, and distribution strategies in a timely manner. This not only increases operational efficiency but also strengthens long-term relationships between the company and consumers, which is crucial in achieving sustainable customer satisfaction and enhancing the company's competitiveness in the market.

This study aims to delve deeper into how the interaction between product quality, available facilities, and sales volume can directly impact the level of customer satisfaction. By understanding these complex dynamics, it is hoped that effective

strategies can be identified to enhance the consumer experience and strengthen the company's position in the competitive market. Thus, this evaluation not only helps the company to understand their market needs but also to design relevant and sustainable initiatives for sustainable business growth.

THEORETICAL BASIS

Customer Satisfaction

Customer satisfaction is a measure of how well consumer expectations and desires are met after they purchase and use a company's product or service. It reflects the degree of satisfaction or contentment consumers have with their overall experience, including product quality, customer service, price, and other factors that influence their perception of the value received from the purchased product or service (Suhardi, et al., 2022). More specifically, customer satisfaction involves a subjective evaluation of how well a product or service meets or exceeds consumer expectations. If a product or service meets consumer expectations, it can enhance satisfaction and build loyalty toward the brand or company providing the product or service.

Customer satisfaction involves various approaches from the fields of psychology, economics, and marketing to understand the factors that influence consumer responses and satisfaction levels with the products or services they purchase. One dominant theory in this context is the Consumer Satisfaction Theory, which posits that consumer satisfaction depends on the extent to which a product or service's performance meets or exceeds consumer expectations. This theory emphasizes the importance of comparing what consumers expect with what they receive in their consumption experience (Saipuloh & Surono, 2023).

The importance of customer satisfaction is not only limited to the individual level but also has significant strategic implications for companies. High customer satisfaction can help companies retain and attract more consumers, reduce complaint and product return rates, and increase positive recommendations and testimonials from consumers to others. This, in turn, can boost sales growth and long-term profitability, strengthen their market position, and create a sustainable competitive advantage (Nurramaadhanti & Yulia, 2021). Therefore, understanding and managing customer satisfaction becomes a top priority for companies that want to build strong and lasting relationships with their

market.

Product Quality

Product quality encompasses several approaches and theories that help understand its importance and the elements that shape product quality in the context of consumer satisfaction. One of the main theories is Philip Kotler's Quality Model, which identifies five main dimensions in assessing product quality: usability, features, reliability, excellence, and perception. This model emphasizes that product quality is not limited to its physical or technical aspects alone but also includes aspects such as service, brand reputation, and user experience (Alwi & Mulyono, 2023). Additionally, Industrial Economics Theory provides insight that product quality can serve as a strategic tool to create differentiation and competitive advantage in the market. Manufacturers capable of producing higher-quality products often attract more consumers, enhance customer loyalty, and gain larger market share.

Product quality is an attribute or characteristic that determines a product's ability to meet or exceed consumer expectations. This quality encompasses not only the physical and technical aspects of the product but also aspects such as reliability, durability, ease of use, and provided features. In general, product quality is considered one of the key factors influencing consumer perception and satisfaction with a brand or company. The importance of product quality in the context of consumer satisfaction lies in its ability to meet the standards expected by consumers. High-quality products not only perform their basic functions well but also provide a satisfying user experience and build consumer trust in the brand or company (Asti & Ayuningtyas, 2020).

This means that product quality not only impacts current consumer satisfaction but can also influence long-term loyalty and consumer recommendations to others. Efforts to improve product quality involve various strategies, ranging from innovation in design and production technology, rigorous quality control during the production process, to a deep understanding of consumer needs and preferences. Companies capable of delivering high-quality products often create significant differentiation in competitive markets, strengthen their brand image, and generate greater long-term profits (Sari, 2023). Therefore, investing in improving product quality is a crucial strategy for companies focused on consumer satisfaction and sustainable business growth.

Facilities

Facilities in business refer to the physical infrastructure and services provided by a company to support their operations and meet consumer needs. Facilities can encompass various elements, ranging from office buildings, factories, warehouses, to service facilities such as customer service, parking facilities, and other public areas. The importance of facilities lies in their ability to provide an efficient and comfortable environment for employees and to meet consumer expectations and needs in using the company's products or services (William & Purba, 2020). Specifically, manufacturing and production facilities are crucial parts of the operations of manufacturing or industrial companies. These facilities are designed to support efficient and safe production processes, ensure consistent product quality, and optimize resource utilization. Well-designed production facilities also enable companies to respond quickly to market demands and enhance flexibility in producing various product variants according to consumer needs.

Facility Management Theory provides a perspective on managing and developing facilities as strategic assets for companies. This theory includes aspects of planning, design, construction, operation, maintenance, and management of facilities to support the overall operational activities of the company. The primary focus of facility management is to ensure that facilities support business objectives, improve operational efficiency, and provide a safe and comfortable environment for employees and consumers. Effective supply chain management requires good facilities for storing, processing, and distributing products efficiently, thereby minimizing logistics costs and delivery times, and enhancing responsiveness to market demands (Sinaga, et al., 2020).

On the other hand, service facilities such as customer service, parking facilities, and public areas are direct representations of a company's image and commitment to customer satisfaction. Good customer service, for example, can enhance consumer experience by providing quick and efficient assistance when they encounter issues or have questions regarding products or services. Sufficient and comfortable parking facilities can also enhance consumer convenience when visiting the company's physical locations, while well-maintained public areas convey professionalism and attention to detail to consumers (Lenggana, 2022). As part of overall business strategy, companies often invest resources in developing and maintaining their facilities to ensure smooth operations and provide

added value to consumers.

Sales Volume

Sales volume is crucial in business analysis and marketing strategy. This concept is closely related to microeconomic theory, particularly in the context of market demand. Demand theory teaches us that sales volume is influenced by various factors, including product price, consumer income, competitor product prices, consumer preferences, and external factors such as overall economic conditions. The elasticity of demand also affects how much an increase in price will impact the sales volume of a product. Additionally, marketing theory plays a significant role in understanding sales volume. Effective marketing strategies can influence consumer demand by building brand awareness, creating product preferences, and establishing strong customer relationships (Aulia & Hidayat, 2022).

Sales volume is the total number of units of products or services sold by a company within a specific period, such as daily, monthly, or annually. This concept is very important in business performance analysis because sales volume not only reflects the level of the company's activity in the market but also serves as a key indicator of the company's revenue potential. High sales volume is often considered a positive signal because it indicates strong demand for the company's products or services in the market (Imran, et al., 2021). The importance of sales volume in business strategy encompasses several key aspects. Firstly, high sales volume can provide economies of scale to the company by reducing the relative production cost per unit. This can increase the company's profitability as fixed costs can be spread over more units sold.

The importance of sales volume in business strategy includes several key aspects. Firstly, high sales volume can provide economies of scale to the company by reducing relative production costs per unit. This can enhance company profitability as fixed costs can be spread across more units sold. Secondly, consistent sales volume demonstrates the company's stability and resilience in facing market variations and competition that may arise. Marketing and sales strategies are often designed to increase sales volume in a sustainable manner. Companies employ various approaches to achieve this goal, including competitive pricing strategies, effective promotional campaigns, and superior customer service to retain existing customer bases and attract new customers (Parengkuan, et al., 2023). Analyzing sales volume also provides valuable insights to

identify market trends, adjust sales strategies, and optimize the company's supply chain according to existing demand.

METHOD

This research method can be designed with a qualitative research approach. A qualitative approach can be used to gain an in-depth understanding of consumer perceptions and preferences regarding the quality of products and facilities provided by the company. This method can involve in-depth interviews with a number of consumers or direct observation of consumer interactions with the company's products and facilities. The research population is the entire group that is intended to be investigated. In this context, the research population consists of companies listed on the Indonesia Stock Exchange.

The total number of companies in the research population is 92. The sample selection was carried out using the purposive sampling method. Purposive sampling is a sampling technique that is done deliberately and based on certain considerations, in accordance with the research objectives. In this study, the selection of 25 companies as samples was made by considering specific criteria deemed relevant to the research. To explain the strength of the influence of several independent variables and explanatory variables on one dependent variable, the data analysis technique in this study uses a regression model.

RESULT

The Influence of Product Quality on Customer Satisfaction

The results of data analysis indicate that product quality has a significant influence on customer satisfaction. This is evidenced by the calculated t-value of 4.715, which is greater than the critical t-value of 1.972, indicating that the influence of product quality on customer satisfaction is significant. Additionally, the significance value of 0.000, which is less than 0.05, reinforces this result, suggesting that the relationship between product quality and customer satisfaction is not by chance and can be relied upon. The coefficient of determination (R Square) of 0.315 indicates that 31.5% of the variation in customer satisfaction can be explained by product quality. In other words, product quality contributes 31.5% to customer satisfaction. The remaining 68.5% is explained by other

variables not included in this research model, such as price, customer service, and other external factors.

This research highlights the importance of product quality in enhancing customer satisfaction. High product quality can create a positive perception in the minds of consumers, making them satisfied with the products they purchase. When consumers feel that a product meets or exceeds their expectations in terms of quality, they are likely to feel more satisfied and may return to purchase the same product in the future. However, with a coefficient of determination of only 31.5%, it is clear that there are other factors that also play a role in determining customer satisfaction. These factors may include other aspects of the marketing mix such as price, promotion, place, and customer service. For instance, despite excellent product quality, excessively high prices or poor after-sales service could diminish customer satisfaction. Therefore, companies need to consider all aspects of the marketing mix to achieve maximum customer satisfaction.

The Influence of Facilities on Customer Satisfaction

The analysis results indicate that facilities have a significant influence on customer satisfaction. The calculated t-value of 2.915 is greater than the critical t-value of 1.972, showing that the impact of facilities on customer satisfaction is statistically significant. Furthermore, the significance value of 0.000, which is less than 0.05, reinforces this finding, indicating that the relationship between facilities and customer satisfaction is not by chance and can be trusted. The coefficient of determination (R Square) of 0.501 indicates that 50.1% of the variation in customer satisfaction can be explained by the facilities variable. In other words, facilities contribute 50.1% to customer satisfaction. The remaining 49.9% is explained by other variables not included in this research model, such as product quality, price, customer service, and other external factors.

This research underscores the importance of facilities in enhancing customer satisfaction. Good facilities can create a positive experience for customers, leading them to feel satisfied with the service they receive. Comfortable, modern, and easily accessible facilities can enhance customer comfort when using a company's products or services, thereby increasing customer satisfaction. Overall, this study provides valuable insights for companies on the importance of maintaining and improving the facilities they provide. However, to achieve higher customer satisfaction, companies also need to consider and manage other variables that influence customer satisfaction. Further research could be

conducted to identify and evaluate the impact of these other variables on customer satisfaction. Thus, companies can develop more comprehensive strategies to enhance overall customer satisfaction.

The Influence of Sales Volume on Customer Satisfaction

The analysis results indicate that sales volume has a significant influence on customer satisfaction. This is evidenced by the calculated t-value of 2.915, which is greater than the critical t-value of 1.972, indicating that the impact of sales volume on customer satisfaction is statistically significant. Furthermore, the significance value of 0.000, which is less than 0.05, strengthens this result, indicating that the relationship between sales volume and customer satisfaction is not by chance and can be relied upon. The coefficient of determination (R Square) of 0.493 indicates that 49.3% of the variation in customer satisfaction can be explained by the sales volume variable. In other words, sales volume contributes 49.3% to customer satisfaction. The remaining 50.7% is explained by other variables not included in this research model, such as product quality, facilities, price, customer service, and other external factors.

This research underscores the importance of sales volume in enhancing customer satisfaction. High sales volume can indicate that the company's products or services are well-received by the market and meet consumer needs and expectations. When sales volume increases, companies can typically scale up production and distribution, which can in turn lower the cost per unit and enable the company to offer more competitive prices and better accessibility of products to consumers. However, despite sales volume making a significant contribution to customer satisfaction with a coefficient of determination of 49.3%, there are other factors that also play a role in determining customer satisfaction. These factors may include other aspects of the marketing mix such as product quality, facilities, price, and customer service. For example, even with high sales volume, low product quality or inadequate facilities can reduce customer satisfaction.

The Influence of Product Quality, Facilities, and Sales Volume on Customer Satisfaction

The analysis results demonstrate that product quality, facilities, and sales volume simultaneously have a significant influence on customer satisfaction. This is evidenced by the calculated F-value of 20.158, which is greater than the critical F-value of 2.65,

indicating that the combined effect of these three variables on customer satisfaction is statistically significant. Furthermore, the significance value of 0.000, which is less than 0.05, strengthens this result, indicating that the simultaneous relationship between product quality, facilities, sales volume, and customer satisfaction is not by chance and can be relied upon. The coefficient of determination (R Square) of 0.494 indicates that 49.4% of the variation in customer satisfaction can be explained by these three variables together. In other words, product quality, facilities, and sales volume collectively contribute 49.4% to customer satisfaction. The remaining 50.6% is explained by other variables not included in this research model, such as price, promotion, customer service, and other external factors.

Although these three variables make a significant contribution to customer satisfaction, the R Square value of 0.494 indicates that 50.6% of the variation in customer satisfaction is explained by other variables. This suggests that factors such as price, promotion, and customer service also play an important role in determining the level of customer satisfaction. Therefore, companies need to take a holistic approach in managing various aspects of their business to achieve maximum customer satisfaction. This research provides valuable insights for companies on the importance of maintaining and improving product quality, facilities, and sales volume to achieve customer satisfaction. However, for a more comprehensive understanding, further research is needed to evaluate the influence of other variables not included in this study. Thus, companies can develop more effective and comprehensive strategies to enhance customer satisfaction.

CONCLUSION

Based on the analyzed research results, it can be concluded that product quality, facilities, and sales volume significantly influence customer satisfaction. The analysis indicates that all three variables, both individually and collectively, provide substantial contributions to enhancing customer satisfaction. Product quality has been shown to have a significant impact with a high t-value and a coefficient of determination (R Square) of 31.5%, underscoring the importance of meeting consumer expectations and needs through high-quality products. Additionally, facilities also exhibit a significant influence on customer satisfaction with a high t-value and a determination coefficient of 50.1%. Adequate and comfortable facilities have been proven to enhance consumer experience

and drive higher satisfaction.

Sales volume, as an indicator of operational success, also demonstrates a significant impact on customer satisfaction with a high t-value and a determination coefficient of 49.3%. This suggests that high sales volume can serve as an indicator of product acceptance by consumers and the company's ability to meet market demand. Simultaneously, product quality, facilities, and sales volume together contribute 49.4% to customer satisfaction. This highlights the critical importance of the combined effect of these three variables in achieving optimal customer satisfaction. However, 50.6% of the variation in customer satisfaction is explained by other variables beyond the scope of this study, such as price, promotions, and customer service. Therefore, companies need to adopt a holistic and comprehensive approach in their marketing and operational strategies to ensure that all aspects influencing customer satisfaction are well-managed. Further research is required to evaluate the impact of these other variables and provide deeper insights for the development of more effective strategies.

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