

Customer Satisfaction and Repeat Business are impacted by Product Quality and Services

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ABSTRACT

To survive in the increasingly rapidly changing marketing world, companies are required to work harder, smarter and creative. The purpose of this study is to determine and analyze the effect of consumer satisfaction on consumer loyalty. The study was conducted using associative descriptive research methods. The population in this study is 1,569 consumers of Pintu Brand S-Plus at Mitra10 Cibubur as many as 1,569 consumers. The sample used was 319 respondents. The analytical tools used use descriptive statistical tests, classical assumption tests and hypothesis tests. The results of the study can be concluded that there is a positive and significant influence of Consumer Satisfaction on Consumer Loyalty showing the results of the tcount test = 12.592 while ttable = 1.649 (tcalculate > ttable) with a significance level of $0.000 < 0.05$, then in other words H_0 is rejected and H_a is accepted.

Keywords: Product Quality, Service Quality, Customer Satisfaction, Consumer Loyalty, Human Resources

INTRODUCTION

The increasingly competitive world of marketing requires companies to have a competitive advantage. To survive in the increasingly rapidly changing marketing world, companies are required to work harder, smarter and creative. On the other hand, consumers are faced with a wide variety of product choices. Making quality and popular products is a challenge for companies. Every company established aims to get the maximum profit while maintaining the welfare of employees and the environment, besides that there are also other goals are for the development and survival of the company in the future, so as to realize its goals in an effort to increase sales volume. Every consumer will love a product with the best quality, performance and innovative complements. Based on this, it can be said that marketing is the spearhead of the company's overall operations. Products offered by manufacturers and purchased by consumers are to meet expected needs. Therefore, consumers will choose goods or services that can meet their expectations.

The rapid development of modern retail has an impact on competition between companies increasing sharply so that companies must be able to detect what is a market need or consumer desire and read and translate any changes in the situation as opportunities. A good and integrated competitive strategy is needed because competition is the key to the success or failure of a company. The ability of a company to be able to meet the needs of its consumers is a challenge that must be faced by every business organization. Retailers must also think of the right strategy to increase the strength in their company in order to win the market. One of them is by bringing up innovation or uniqueness that the company has compared to competitors to be able to attract consumer buying interest.

In the face of increasingly diverse consumer or potential consumer tastes, companies are required to always increase innovation and be sensitive to changes in market desires, so that companies are able to provide a degree of satisfaction that meets consumer expectations, during that time companies must be able to know consumer satisfaction with consumer perceptions, and companies must be able to anticipate threats arising from competitors to face existing challenges, Companies must have the ability to retain consumers by producing products that are in accordance with consumer desires. In general, it is consumers who decide to make purchases of products that are liked and have good quality.

Service quality is every activity and benefit that can be provided by one party to another party which is basically intangible and does not need to result in ownership of something (Izzuddin & Muhsin, 2020). Service is any action that can be offered by one party to another, which is essentially intangible and does not result in ownership of something.

Consumer loyalty is a form of consumer loyalty to use a product or service continuously or continuously, because it has high satisfaction with the product or service used, and will tend to recommend to others, so that they can feel the same satisfaction with a product / service and customers will be more likely to buy it (Putra & Hasmawaty, 2022).

In the field of marketing, there are many things that must be considered in addition to competition as well as the development of product diversity, increasing consumer tastes, and the existence of new products produced, for that companies are required to be

able to face and solve various existing problems. In the face of problems that come from various directions, companies must be able to improve the effectiveness of all management in handling product marketing and service quality.

Quality has a close relationship with customer satisfaction. Quality gives an encouragement to customers to establish a strong relationship with the company. One of the efforts in achieving the company's goals, especially in the natural stone trading sector, is that the company must be able to attract more potential consumers and retain existing consumers. Nowadays competition in the business world is very tight, so every company is required to be able to provide optimal service quality.

Tjiptono explained that a product is everything that can be offered by a producer to be noticed, requested, sought, bought, rented, used or in market consumption as a fulfillment of the needs or desires of the market concerned. Product quality is a determining factor for consumer satisfaction after purchasing and using a product. With good product quality, consumer wants and needs for a product will be met. Product quality is a condition of an item based on an assessment of its conformity with established measuring standards. The more in accordance with the standards set, the more quality the product will be judged.

Product quality is a key factor in assessing purchase intent. It is a process of continuous improvement that continuous change improves product performance and consequently satisfaction of customer needs. Quality must be improved at all times that if a product has better quality, it will be a priority transaction objective (Badriyah, et, al., 2020).

The company was established clearly has a goal that is to be able to stay alive, grow and develop. This goal can only be achieved through profit-seeking efforts by achieving the maximum possible sales turnover of the company. While efforts to achieve high sales turnover can certainly only be achieved through efforts to maintain and improve the company's capabilities, both in terms of facing competition and in business existence.

THEORETICAL BASIS

Management

According to (Ariyanto, et, al., 2022) explained that Management is a typical process consisting of planning, organizing, mobilizing, and controlling actions to

determine and achieve goals through the use of human resources and other resources. Management is the science and art of regulating the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal (Anggarawati, 2021).

Based on the above understanding, management is as a way and ability of someone to manage and manage something in a planned, organized, arranged, directed and supervised manner in order to achieve a goal.

Marketing Management

According to (Nurkariani, et, al., 2022) argues that marketing management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers. Marketing is an activity, a series of intuition, and the process of creating, communicating, delivering, and exchanging offers of value to customers, clients, partners, and the general public (Maulana, et, al., 2020).

The conclusion that can be drawn from the above understandings is that marketing management is a series of processes to create value to help achieve organizational or company goals. Marketing activities are carried out through a series of planning, directing, controlling, and pricing processes, distribution mapping, and promotional activities.

Product Quality

According to (Juniarti, et, al., 2022) argues that product quality is the ability of the product to display its function, this includes the usability time of the product, reliability, ease, use and repair, and other values. Product quality can be viewed from two points of view, namely the internal point of view and the external point of view. From a marketing point of view quality is measured by buyer perception, then the point of view used to see product quality is an external point of view.

According to (Setianingsih, et, al., 2019) stated quality refers to the actual technical advantages of products that can be verified and measured. The impression of quality in the consumer's assessment of overall product superiority or superiority starts from whether or not the product he receives.

From some of these opinions, it can be concluded that product quality is a dynamic condition related to products, people or labor, processes, and tasks, as well as environments that meet or exceed customer or consumer expectations.

Quality of Service

Service quality is the level of excellence expected from controlling this level of excellence to meet customer expectations (Agusti & Verano, 2022). The overall quality of service is determined by the suitability of desires resulting from the comparison of desires and perceived performance of consumers. Service quality refers to the degree of excellence or superiority of services provided by a business or organization in meeting customer expectations. It involves delivering services that consistently satisfy and exceed customer needs and requirements. To achieve service quality, businesses must focus on maintaining a high level of performance and ensuring that their services consistently meet or surpass customer expectations.

Another opinion about Service quality (Mardiana, 2022) is the expected level of excellence and control over that level of excellence to meet customer desires. Service quality is not seen from the perspective of the provider or service provider, but based on the perception of the community (customers) receiving the service.

Customer Satisfaction

According to (Prasetya, et, al., 2021) argues that consumer satisfaction is the absence of a difference between expectations and those received. If expectations are high, while what is received is mediocre, satisfaction will not be achieved, on the contrary, if what is received exceeds what is expected, satisfaction will increase.

Meanwhile, according to (Zaputera, et, al., 2019) argues that consumer satisfaction is determined by the quality of goods desired by consumers so that quality assurance is the main priority for every company, which at this time is especially used as a benchmark for the company's competitive excellence.

Based on the definition mentioned above that consumer satisfaction is a function of perception or work on performance and expectations. If performance is below expectations, then consumers are not satisfied. If the performance meets expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is very satisfied or happy. Many companies focus on high satisfaction because consumers whose

satisfaction is just right are easy to change their minds when they get a better offer. Those who are very satisfied find it more difficult to change their choice.

Consumer Loyalty

According to (Pahlawan, et, al., 2019) customer loyalty or consumer loyalty is a commitment that is closely held by customers to buy or put forward a product in the form of goods or services consistently, this causes repeat purchases at the same brand, even though the customer gets situational or marketing influence from competitors to change other brands.

Meanwhile, according to (Woen & Santoso, 2021), consumer loyalty is a consumer said to be loyal or loyal if consumers show regular purchase behavior or there is a condition that requires consumers to buy at least twice in a certain time interval.

METHOD

This study used a quantitative approach using descriptive and associative types of research. This type of associative research is research that states the relationship between two or more variables.

The population in this study was 1,569 consumers of Pintu Brand S-Plus on Mitra10. The sample part was determined using the slovin formula, the sample was taken using proportional random sampling, the sample in this study was 319 consumers.

The data collection method used is a survey method, namely through data collection in the field. The survey method is a research method conducted on large and small populations, but the data studied is data from samples taken from these populations randomly, so that relative events, distribution, and relationships between sociological and psychological variables are found.

RESULT

The Effect of Product Quality on Consumer Satisfaction

Based on the results of the study, it was found that Product Quality has a positive and significant effect on Consumer Satisfaction. This means that if customer satisfaction wants to increase, then the management must manage product quality, especially in the serviceability dimension.

The constant of 3.461 states that if there is no Product Quality value then the Consumer Satisfaction value is 3.461. The X regression coefficient of 0.575 states that every addition of 1 unit of Product Quality value, the Consumer Satisfaction value increases by 0.575.

Based on the Model Summary table in the R Square column, the calculation output results using the SPSS program version 22 are known to have a coefficient of determination (R^2) value of 0.509. This shows that Product Quality affects Consumer Satisfaction by 50.9% and the remaining 49.1% is influenced by other factors outside this research model.

The research variable Product Quality as an independent variable on Consumer Satisfaction as a dependent variable shows the results of the tcalculate test = 18.180 while ttabel = 1.649 (tcalculate > ttabel) with a significance level of $0.000 < 0.05$, then Product Quality has a positive and significant effect on Consumer Satisfaction or in other words H_0 is rejected and H_1 is accepted.

The Effect of Service Quality on Customer Satisfaction

Based on the results of the study, it was found that Service Quality has a positive and significant effect on Customer Satisfaction. This means that if customer satisfaction wants to increase, then the management must manage the quality of service, especially in the dimension of responsiveness.

The constant of 9.643 states that if there is no Service Quality value then the Customer Satisfaction value is 9.643. The regression coefficient X of 0.512 states that every additional 1 unit of Service Quality value, the Customer Satisfaction value increases by 0.512.

Based on the Model Summary table in the R Square column, the calculation output results using the SPSS program version 22 are known to be the value of the coefficient of determination (R^2) of 0.347. This shows that Service Quality affects Customer Satisfaction by 34.7% and the remaining 65.3% is influenced by other factors outside this research model.

The research variable of Service Quality as an independent variable on Consumer Satisfaction as a dependent variable shows the results of the tcalculate test = 13.027 while ttabel = 1.649 (tcalculate > ttabel) with a significance level of $0.000 < 0.05$, then Service

Quality has a positive and significant effect on Service Satisfaction or in other words H0 is rejected and H1 is accepted.

The Effect of Product Quality and Service Quality on Consumer Satisfaction

Based on the results of the study, it was found that there is a significant influence between Product Quality and Service Quality simultaneously on Consumer Satisfaction. This means that if consumer satisfaction wants to increase, then the management must manage service quality, especially in the Behavior dimension.

Based on the Model Summary table in the R Square column, the calculation output results using the SPSS version 22 program are known to have a coefficient of determination (R^2) value of 0.526. This shows that Product Quality and Service Quality affect Customer Satisfaction by 52.6% and the remaining 47.4% is influenced by other factors outside this research model.

The research variables of Product Quality and Service Quality on Consumer Satisfaction show the results of the $F_{\text{calculate}}$ test = 117.174 while $F_{\text{table}} = 1.97$ ($F_{\text{calculate}} > F_{\text{table}}$) with a significance level of $0.000 < 0.05$, it can be concluded that there is a significant influence between Product Quality and Service Quality simultaneously on Consumer Satisfaction or in other words H4 is rejected and H_a is accepted.

The Effect of Consumer Satisfaction on Consumer Loyalty

Based on the results of the study, it was found that Consumer Satisfaction has a positive and significant effect on Consumer Loyalty. This means that if customer satisfaction wants to increase, then the management must manage the quality of service, especially in the word of mouth dimension (differentiating the total existence of the company).

This implies that when customers are satisfied with their overall experience, they are more likely to exhibit loyal behavior. Satisfied customers are not only inclined to make repeat purchases but are also more likely to spread positive word-of-mouth recommendations about the company or its products/services to others. This positive word-of-mouth can further contribute to attracting new customers and building a loyal customer base.

To enhance customer satisfaction, the management needs to pay close attention to the quality of service being provided. This involves ensuring that customer needs and

expectations are met, addressing any issues or complaints promptly and effectively, and consistently delivering excellent service. Word of mouth, which involves customers sharing their experiences with others, can be a powerful tool in influencing potential customers' decisions and fostering loyalty.

The variable of Consumer Satisfaction with Consumer Loyalty shows the results of the tcalculate test = 12.592 while ttable = 1.649 (tcalculate > ttable) with a significance level of $0.000 < 0.05$, then Consumer Satisfaction has a positive and significant effect on Consumer Loyalty or in other words H0 is rejected and H1 is accepted.

CONCLUSION

The research findings indicate that both partially and simultaneously, product quality, service quality, and customer satisfaction have a significant influence on customer loyalty behavior.

1. **Product Quality.** Product quality refers to the level of excellence or superiority of a company's offerings. The significant influence of product quality on customer loyalty behavior suggests that consumers tend to be more loyal to brands or companies that provide high-quality products. When the offered products are of good quality, customers feel satisfied with their purchases and are more likely to make repeat purchases in the future.
2. **Service Quality.** Service quality encompasses customer satisfaction with interactions and experiences with the company, such as customer service, responsiveness to inquiries, and ease of transaction processes. This factor also has a significant impact on customer loyalty behavior because good service makes customers feel valued and well-served. Consumers are more likely to remain loyal to a company that provides satisfying services.
3. **Customer Satisfaction.** Customer satisfaction results from their experiences with using products or receiving services from the company. When customers feel satisfied with the products or services they receive, they are more likely to exhibit loyal behavior. Customer satisfaction plays a crucial role in influencing loyalty behavior because satisfied customers are more likely to make repeat purchases and may also recommend the company to others.

Overall, the study indicates that product quality, service quality, and customer satisfaction are interrelated and play a crucial role in shaping customer loyalty behavior. It is essential for companies to maintain and improve their product and service quality while ensuring customer satisfaction, as this can provide a competitive advantage and foster long-term relationships with loyal customers.

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