Building Customer Satisfaction Through Quality of Service and Product Quality At CV. Orange Food Kreasindo Tangerang City

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Abstract: This study aims to determine how much the contribution of service quality and product quality in building customer satisfaction at CV Oranje Food Kreasindo in Tangerang City, either partially or simultaneously. The method used is quantitative with a descriptive approach. The sampling technique used the slovin formula and obtained a sample of 100 respondents. The results of the study show that service quality makes a significant contribution to customer satisfaction with a correlation value of 0.834 and a coefficient of determination of 69.6%. Product quality makes a significant contribution to consumer satisfaction with a correlation value of 0.708 and a coefficient of determination of 50.2%. While simultaneously Service Quality and Product Quality contribute significantly to Consumer Satisfaction with a correlation value of 0.842 and a coefficient of determination of 70.8%.

Keyword: Consumer Satisfaction, Service Quality, Product Quality

INTRODUCTION

The large population in Indonesia is an opportunity for business people to market their products. The culinary business is one of the choices made by business people. Intense competition in the business world, companies must have an advantage to win the competition in attracting consumers.

CV Oranje Food Kreasindo (Oranje Juicery) where this research was conducted which is engaged in the food sector, which generally sells healthy foods such as salads and cold pressed juices. Oranje Food Kreasindo was founded in 2017 and until now, CV Oranje Food Kreasindo, also known as Oranje Juicery, now has 2 restaurant outlets located in Tangerang City and Jakarta. CV Oranje Food Kreasindo chooses Service Quality and Product Quality as excellence in building Customer Satisfaction, so that all employees are required to provide the best service to their customers. Seeing these conditions, business management must make a change by presenting new innovations that are even fresher in order to meet consumer desires and expectations, which in turn will give consumers confidence to remain loyal

customers by repurchasing food and beverage products at CV Oranje Food Kreasindo (Oranje Juicery) which is the favorite choice of Gading Serpong and BSD residents and then recommending it to other parties through word of mouth. There are still complaints submitted by consumers to companies regarding services including product presentation that takes too long and orders that are not appropriate (exchanged with other consumers / items sent are left behind). Meanwhile, complaints submitted by consumers to companies regarding products are food that is too salty, hard food (such as undercooked protein which causes hard food), drinks (such as juices that forget to check the expiration date.

From the background above, the authors found problems or obstacles regarding service quality and product quality which were still not in accordance with company expectations, especially not achieving maximum customer satisfaction at CV Oranje Food Kreasindo. Related to this, the authors are interested in conducting research with the title "Building Consumer Satisfaction Through Service Quality and Product Quality at CV Oranje Food Kreasindo Tangerang City"

Formulation of the problem

Based on the identification of the background above, the authors formulate the problem as follows :

1. Does service quality contribute to building customer satisfaction at CV Oranje Food Kreasindo ?
2. Does product quality contribute to building consumer satisfaction at CV Oranje Food Kreasindo ?
3. Do service quality and product quality together contribute to building consumer satisfaction at CV Oranje Food Kreasindo ?

Research purposes

Judging from the formulation of the problem, the objectives of this study are :

1. To whether service quality contributes to building consumer satisfaction at CV Oranje Food Kreasindo.
2. To find out whether product quality contributes to building consumer satisfaction at CV Oranje Food Kreasindo.
3. To find out whether service quality and product quality together contribute to building consumer satisfaction at CV Oranje Food Kreasindo.

Benefits of research

In this final project research, the researcher hopes that the research conducted will provide benefits for:

1. For the Company
   Companies can improve service quality and product quality in order to increase sales.
2. For Other Parties/Academics
   This research is expected to be used as additional reference material for further research..

METHOD

A. The type of research used in this research is a survey with a quantitative approach. According to Sujarweni (2014: 6), quantitative research methods can be interpreted as a type of research that produces discoveries that can be achieved using statistical procedures or methods of quantification (measurement).
B. According to V. Wiratna Sujarweni (2014: 65) "The population is the total number that has certain characteristics or characteristics and qualities determined by the researcher

then conclusions are drawn." In this study, the population is consumers who buy Orange Juicery products, amounting to 11,447 people.

C. Determining the sample size of respondents using the Slovin formula, based on calculations obtained a sample of 100 people who will be used as respondents.

D. Data Collection Techniques, Questionnaires, namely distributing a list of questions in the form of a questionnaire to respondents. Observation, namely a method of collecting data that requires observation from researchers either directly or indirectly on the object of research. Documentation is a record of past events. Documents can be in the form of writing, pictures, or monumental works from a company.

E. Data Analysis Techniques, Descriptive Analysis: Descriptive discussion is intended to clarify and explore phenomena or social reality, by describing a number of variables related to the problem under study. Quantitative analysis: Quantitative discussion is intended to discuss contribution and significance, as well as discussion of the linkages of supporting theories that are aligned with the results of data processing.

RESULTS AND DISCUSSION

Descriptive Discussion

Descriptive discussion is intended to clarify and explore phenomena or social reality, by describing a number of variables related to the problem under study, namely:

1. The state of the object under study is based on the service quality variable (X_1)

   With good service quality in a business, consumers who want to buy will not hesitate with the cafe that will be visited in CV Oranje Food Kreasindo's research, from service quality it also contributes to consumer satisfaction to visit a food place. Based on the number of 100 respondents who were made the object of this research, it gave various answers.

   Overall for the service quality variable questionnaire (X_1) obtained an average score of 3.33 with good criteria. The service quality indicator that gets the lowest score rating is the statement (employees respond appropriately to consumer needs) where it only scores 3.14. This shows that the quality of service at CV Oranje Food Kreasindo still needs to be improved. So to be even better CV Oranje Food Kreasindo must provide direction to employees on how to provide a good and appropriate response to consumer needs.

2. The state of the object under study is based on the Product Quality variable (X_2)

   Product quality ($X2$) in a business is very important, which has an effect on reorders on company sales. If the quality of the product provided to the customer is not satisfactory, the customer will not get satisfaction from what they buy.

   This is evidenced by looking at the overall results of the questionnaire for the product quality variable (X_2) which obtained an average score of 3.40 with good criteria. Meanwhile, there is the lowest score rating, which only reaches 2.92, namely in the statement "The product variants and sizes available at CV Oranje Food Kreasindo are in accordance with consumer expectations". So to make it even better, CV Oranje Food Kreasindo must provide product variants according to the pictures on the menu and also portions that match the pictures presented on the menu list.

3. The state of the object under study is based on the variable consumer satisfaction (Y)

   CV Oranje Food Kreasindo is a business engaged in the food and beverage (cafe) sector. The business target is adults who need a good intake of vitamins for their immune system. Service and product quality is one of the factors that contribute to customer satisfaction. For this reason, companies must properly provide these 2 factors so that consumers will feel satisfied and happy when buying a product.

   By increasing customer satisfaction, businesses must have a competitive advantage as added value in order to compete with similar businesses. This is evidenced by looking at the overall results for the consumer satisfaction variable questionnaire (Y) which obtained an average score of 3.29 with good criteria. The consumer satisfaction indicator with the

lowest score rating only got a score of 3.02 with the statement "I tend to want to buy orange juicer products because the service is satisfactory". So to be even better, CV Oranje Food Kreasindo must improve its services so that it can provide a sense of security and comfort to all consumers.

Quantitative Discussion
The quantitative discussion is intended to discuss the contribution and significance, as well as a discussion of the linkages of supporting theories that are aligned with the results of data processing.

1. Contribution of Service Quality (X1) to Consumer Satisfaction (Y)
   Based on the results of the analysis, the value of the regression equation $Y = 2.488 + 0.519 X1$, the correlation coefficient is 0.834, which means that the two variables have a very strong relationship level (0.800 - 0.1000). The coefficient of determination or contribution of service quality (X1) to customer satisfaction (Y) is 69.6% while the remaining 30.4% is contributed by other factors. The hypothesis test obtained is t_count > t_table or (14.967 > 1.661). This is also reinforced by the p value < Sig 0.05 or 0.000 < 0.05. Thus H01 is rejected and Ha1 is accepted, this indicates that there is a partially positive and significant contribution to service quality (X1) on customer satisfaction (Y).

2. Contribution of Product Quality (X2) to Consumer Satisfaction (Y)
   Based on the results of the analysis, the value of the regression equation $Y = 4.521 + 0.448X2$, the correlation coefficient is 0.708, which means that the two variables have a strong relationship level (0.600 - 0.799). The value of the coefficient of determination or the contribution of product quality (X2) to consumer satisfaction (Y) is 50.2% while the remaining 49.8% is contributed by other factors. The hypothesis test obtained t_count > t_table (9.937 > 1.661). This is reinforced by the p value < Sig 0.05 or 0.000 < 0.05. Thus H02 is rejected and Ha2 is accepted, this indicates that there is a partially significant positive contribution between product quality (X2) on consumer satisfaction (Y).

3. Contribution of Service Quality (X1) and Product Quality (X2) to Consumer Satisfaction (Y)
   Based on the results of the analysis, the value of the regression equation was obtained which based on the results of the study showed that service quality (X1) and product quality (X2) contributed positively to consumer satisfaction (Y) with a value in the regression equation $Y = 1.494 + 0.436 + 0.110$. The value of the correlation coefficient or level of contribution between the independent variable and the dependent variable is 0.834 for the relationship between service quality and customer satisfaction, and 0.708 for the relationship between product and customer satisfaction, which means that service quality and product quality have a strong relationship (0.600 – 0.1000) with customer satisfaction. The coefficient of determination (R square) or the simultaneous contribution is 0.708 or 70.8% while the remaining 29.2% is contributed by other factors. The hypothesis test obtained the value of F_count > F_table or 117.787 > 2.700 thus Ho3 was rejected and Ha3 was accepted. This means that there is a positive and significant contribution simultaneously between service quality and product quality on consumer satisfaction at CV Oranje Food Kreasindo.

CONCLUSION

Based on the results of the research that has been done, the following conclusions can be drawn:

1. Partially the service quality variable has a positive and significant contribution to the customer satisfaction variable, as evidenced by the results of the analysis showing a sig value on the service quality variable of 0.000 <0.05 and a t_count value of 14.967, so t_count > t_table or 14.967 > 1.661, it can be concluded that the first hypothesis Ha1 is

accepted.

2. Partially the product quality variable has a positive and significant contribution to the consumer satisfaction variable, as evidenced by the results of the analysis showing a sig value on the product quality variable of 0.000 <0.05 and a t_count value of 9.937, so that t_count > t_table or 9.937 > 1.661, it can be concluded that the second hypothesis Ha2 is accepted.

3. Simultaneously stated that the variable service quality, product quality together have a positive and significant contribution to the customer satisfaction variable, evidenced by the results of the F test analysis which showed a sig value of 0.000 <0.05 and the hypothesis test obtained the value of F_count > F_table or 117.787 > 2.700, thus Ho3 was rejected and Ha3 was accepted. This means that there is a positive and significant contribution simultaneously between service quality and product quality on customer satisfaction at CV Oranje Food Kreasindo.

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