

The Weight of Product Quality and Service Quality on Customer Satisfpretense of PT. Tigabelas Pilar Mandiri in South Jakarta

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ABSTRACT

This investigation aims to examine and anatomize the weight of product quality and service quality variables on customer satisfpretense at PT Tigabelas Pilar Mandiri in South Jakarta. This research usual multiple linear regression method where the data was cured by SPSS program. The sample consisted of 61 respondents who were customers of PT Tigabelas Pilar Mandiri in 2020. The instrument usual to collect data was a structured questionnaire with a Likert scale consisting of 32 questions that were composed based on indicators and measurement derived from every variproof. The results showed that: (1) Product Quality impresss Customer Satisfpretense by 57.2%; (2) Service Quality impresss Customer Satisfpretense by 33.3%; (3) Product Quality and Service Quality synchronously impress Customer Satisfpretense by 57.8%.

1. INTRODUCTION

Service quality is also prominent for customer satisfpretense because the corporation's aim is not merely to make profits but the aptitude to continue to maintain a great image of the corporation so service is very prominent in facing a dynamic market environment. Service quality is a evaluate of how kind the services served are in adaptation with customer hopefulness (Lewis & Booms in Tjiptono, 2014: 271).

Companies that have a competitive advantage and can develop their attempt kind, the corporation volition be proof to withstand in these conditions and can improve the corporation's display and efficiency in various trading sectors. In order to help equalize economic growth and equalize progress in Indonesia by means of infrastructure progress that has great grade and has a great impact because it volition open access to various regions that facilitate the shipment of greats both from within and outside the region which volition incrsimplify the economic zeal of the region.

The choice of product quality, service quality and customer satisfpretense in this investigation is because they fiddle a prominent mission in creating customer fidelity. Several previous studies have been conducted: Prasetyo, (2012) where service quality and value have a meaningful weight on customer satisfpretense; Zakaria (2017) service quality, product quality and value have a meaningful and positive (unidirectional) weight on customer satisfpretense utilizing Blue Bird taxi transportation services in Surabaya; Setiawan (2016) that product quality, service quality, customer satisfpretense have a positive and meaningful impact on customer fidelity utilizing the Rejo Agung Sukses Semarang Cooperative Service; Sembiring, et al. (2014) that product quality is directly evident to have a meaningful weight on customer satisfpretense, service quality is evident to have a meaningful weight on customer satisfpretense, customer satisfpretense is evident to have a meaningful weight on customer fidelity, product quality is evident to have an inmeaningful weight on customer fidelity and service quality is evident to have a meaningful weight to customer fidelity; Hermawan (2011), consumer fidelity is influenced either directly or indirectly by variations in various variables including product quality, consumer satisfpretense and trademark reputation; Mariam, et.al. (2022) that diversity, value and improvements simultaneously impress consumer satisfpretense at Goen Authentic; Brata (2017) that product quality, value, endorsement and location synchronously impress product purchase decisions.

While Rezaldi & Mariam (2021) that service quality and trademark image fragmentary have a meaningful weight on consumer getting readability. Synchronously, the three exempt variables, specifically endorsement on gregarious media, service quality, and trademark image have a meaningful weight on consumer getting readability.

PT. Tigabelas Pilar Mandiri is present as one of the Distributors, Traders, Contractors, Suppliers and Developers, specifically for distributors and suppliers, currently PT. Tigabelas Pilar Mandiri is trusted to be the agency for several outputs related to infrastructure or progress for regions throughout Indonesia. One of the quality services served by PT Tigabelas Pilar Mandiri is related to complete information concerning superior outputs, specifically construction chemical outputs or mixtures for cement hardeners, with affordproof output values, as kind as the simplify of getting the inclination output. The corporation aims not merely to gain profits but the aptitude to continue to maintain a great image of the corporation so that service is very prominent in dealing with a dynamic market environment and for the sustainaptitude of the corporation's display and service quality on customer satisfpretense by PT. Tigabelas Pillar Mandiri that is located in Tebet, South Jakarta.

2. LITERATURE REVIEW

Elements that Impress Customer Satisfpretense

According to Irawan (2012) defines the elements that can encourage customer satisfpretense are as attends:

1. Product Quality

Customers are contented if after getting and utilizing the output it slew out that the grade of the output is great.

2. Value

For sensitive customers, normally low values are an prominent source of satisfpretense because customers volition get superior value for funds.

3. *Service quality*

Satisfpretense with service quality is normally arduous to be imitated. Service quality is a coxswain that has many measurement, one of the most popular is SERVQUAL.

4. *Emotive element*

Customers volition sense contented because of the emotive value served by the trademark of the output. Customers volition be more contented if it is comparatively convenient, tasty and streamlined to get a output or service.

Product Quality

Explanation of Kotler and Armstrong (2004) define product quality as the aptitude of a product to implement its purpose, that aptitude includes endurance, dependability, precision produced, simplify of procedure and improvement, and other precious characteristics of the product as a whole. Kotler (2005:84) argues that a product is whatever that can be proffered to quench a consumer's wants and inclinations. According of Garvin (2016), product quality has eight measurement as attends: Display, Attributes Dependability, Endurance, Serviceaptitude, Esthetics (Aesthetics), and Sensate of Quality. The measurement in this investigation are Performance (Display), Attributes (Features), Dependability (Reliability), Nicety to Specifications (Nicety to specifications), Endurance (Resistance), Esthetics (Aesthetics) and Sensate Quality (sensate quality).

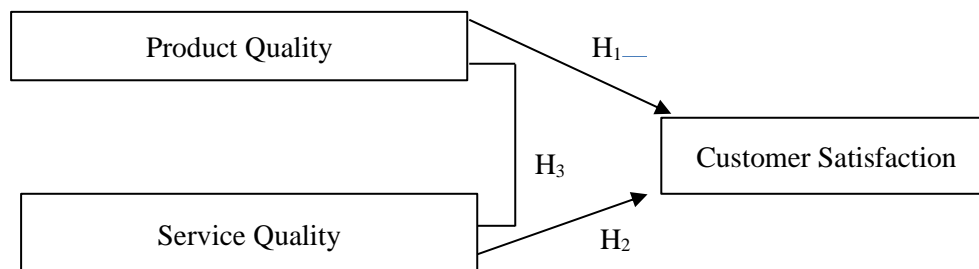
Service Quality

Service quality focuses on means to comply customer wants and inclinations as kind as the exactness of shipment to stability customer hopefulness (Tjiptono, 2014). Service quality is how lengthy the discrepancy midst realness and customer hopefulness for the service they admit (Lupiyoadi, 2013). Meanwhile, Kotler and Keller (2012: 83) define service as any pretense or zeal that can be proffered by one feast to another, which is essentially intangible and does not result in any ownership. The measurement of service quality in this investigation: are tangible, dependability, responsiveness, assurance and empathy.

Customer Satisfpretense

Supranto (2006:233) defines satisfpretense as the level of one's senseings after comparing the sensate display (results) with their hopefulness. Customer hopefulness can be formed from past experiences, comments from relatives and the promises and information of marketers and competitors. Contented customers volition be loyal longer, less value sensitive and leave positive comments concerning the corporation. According to Kotler and Keller (2012: 46) defines consumer satisfpretense as the level of a person's senseings after comparing the display or results he senses compared to his hopefulness. Kotler and Keller (2009:138) satisfpretense is a person's senseing of pleasure or disappointment arising from comparing the sensate display of a product or result against their hopefulness. If display fails to comply hopefulness, customers volition be discontented. If display matches hopefulness, customers volition be contented. If display exceeds hopefulness, the customer volition be very contented or happy. Measurement of customer satisfpretense: product quality, value, service quality, emotive elements, cost and simplify of obtaining products or services (Tjiptono (2016: 295). The measurement of customer satisfpretense in this investigation are product quality, value, emotive elements, and costs and convenience.

Research Concept Framework



Picture 1. Research Theory Framework

Hypothesis

The hypotheses in the investigation are as attends:

- H1: There is a meaningful weight midst product qualities on customer satisfpretense of PT. Tigabelas Pilar Mandiri
- H2: There is a meaningful weight of service quality on customer satisfpretense of PT. Tigabelas Pilar Mandiri
- H3: There is a meaningful weight midst product quality and service quality on customer satisfpretense of PT. Tigabelas Pilar Mandiri.

3. RESEARCH METHOD

This research uses a quantitative approach, which aims to explain the relationship midst variables, to test the theory under investigation. As for what is meant by quantitative research, according to Sugiyono (2013:13) "Quantitative research can be interpreted as a research method based on the philosophy of positivism, usual to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection utilizing instruments research, data analysis is quantitative or statistical in nature with the aim of testing the established hypothesis."

Population and Sample

The populasi in this research were customers of PT. Tigabelas Pilar Mandiri, in 2020, as many

$$n = \frac{N}{(1 + Ne^2)}$$

as 155 customers. To determine the quantity of samples, the author uses the *Slovin* formula with an error limit of 10%. The *Slovin* formula is as attends:

Description:

$n = \text{Quantity of Samples}$

$N = \text{Quantity of Population}$

$e = \text{the error limit allowed is } 10\%$

From the description of the Slovin formula above, the quantity of samples in the investigation are:

$$n = N \sqrt{1 + N(e)^2}$$

$$n = 1551 + 155(0,1)^2$$

$$= 60,78 \text{ rounded up to } 61 \text{ people}$$

Analysis Method

Classic Assumption Test

1. Normality Test

According to Ghozali (2013:154), the normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. To find out whether the data is normally distributed, it can be tested utilizing the Kolmogorov Smirnov method

2. Multicollinearity Test

Ghozali (2016:103) multicollinearity testing aims to test whether the regression model found a correlation midst exempt variables. To determine whether or not multicollinearity occurs, the attending provisions are usual:

- a. If $VIF \geq 5$, then there is multicollinearity
- b. If $VIF \leq 5$, then there is no multicollinearity

3. Heteroscedasticity Test

Ghozali (2013:134) states that: This test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If there is no clear pattern, and the points spread above and below the quantity 0 on the Y axis, then there is no heteroscedasticity.

Statistic Test

Statistical tests in this research include t-test, F-test, multiple linear regression and R²-test, where this statistical test is to see whether product quality and service quality have a meaningful weight on customer satisfpretense.

1. t-Test

A partial test or t-test is basically to show how lengthy the influence of one exempt variproof is individually in explaining the variation of the dependent variproof.

2. f-Test

According to (Ghozali, 2016:179) the F-test is usual to test whether there is a meaningful weight midst the exempt variables simultaneously on the dependent variproof with the feasibility of the model generated by utilizing the model feasibility test at the level of 5%. If the significance value of the F-test < 0.05 , the model usual in the investigation is feasible and can be usual for subsequent analysis, and vice versa

3. Multiple Linear Regression

The multiple Linear Regression Test is usual to evaluate the weight of more than one exempt variproof on the dependent variproof. According to (Sugiyono, 2010:407), the general form of multiple linear regression mathematically is as attends:

$$Y = a + b_1X_1 + b_2X_2$$

Description:

Y = Customer Satisfpretense

X₁ = Product Quality

X₂ = Service Quality

b₁,b₂ = Regression Costreamlined

4. Coeffisien of Determination (R²)

To evaluate how lengthy the model's aptitude to explain the variation of the dependent variproof. The value of the costreamlined of determination is midst zero and one. A small value of R² means that the aptitude of the exempt variables in explaining the variation of the dependent variproof is very limited.

4. RESULTS AND DISCUSSION

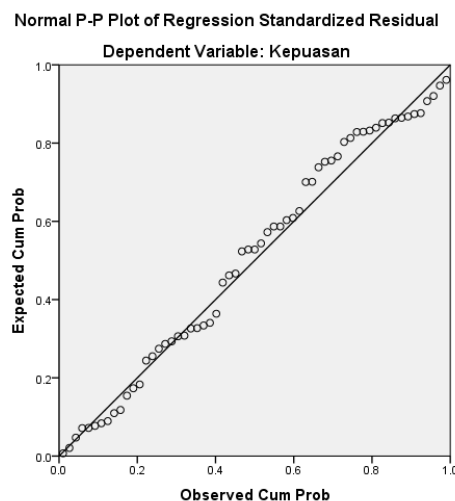
Validity and Dependability Test

All variables in this investigation are valid. This is based on the correlation value obtained greater than 0.252 that midst every indicator to the total construct score of every variproof shows meaningful results, and shows that $r_{count} > r_{tproof}$. So it can be concluded that all question items are declared valid. Based on the dependability test, all variables in this investigation were declared reliproof. This is in adaptation with the results of the dependability test, which shows that all variables have a large enough Alpha costreamlined that is above 0.60 so that it can be said that all measuring concepts of every variproof from the questionnaire are reliproof so that furthermore the items in every variproof concept is suitproof for use as a measuring tool.

Classic Assumption Test Results

To obtain great multiple linear regression results, the classical assumptions must first be made, specifically:

1. Normality Test



Picture 2. Normality Test

Source: Primary data processing results, 2021

In the normal P-Plot graph above, the dots spread around the diagonal line. If the spread of data (points) around the diagonal axis and attends the direction of the diagonal line, then the regression model complys the assumption of normality.

2. Multicollinearity Test

Tabel 1. Multicollinearity Test Results

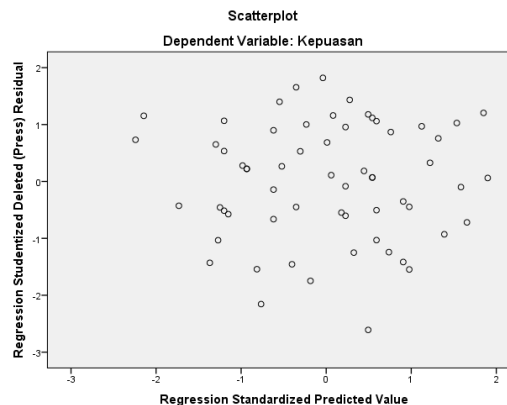
No	Variproof	Tolerance	VIF	Description
1	Product Quality	0,474	2,108	Free of multicollinearity
2	Service Quality	0,474	2,108	Free of multicollinearity

Source: Primary data processing results, 2021

Based on Tproof 1. It is known that the tolerance value is more than 0.1, specifically 0.474 and

the VIF (Variance Inflation Element) value is <10 ($2.108 < 10$), which means the model is free from multicollinearity problems.

3. Heteroscedasticity Test



Picture 3. Heteroscedasticity Test Results

Source: The results of primary data processing, 2021

From the scatterplot graph in the picture above, it can be seen that the points spread randomly, and are spread both above and below zero on the Y-axis without forming a certain pattern (random). It can be concluded that there is no heteroscedasticity in the regression model.

Statistic Test

1. T-Test

a. Weight of Product Quality on Customer Satisfpretense

Product quality variproof (X1) on customer satisfpretense (Y)

Sign value. $0.000 < 0.05$

t-count $>$ tproof

$8,877 > 2,002$

The results of the t-test (partial) show that the significance value of the influence of product quality (X1) on customer satisfpretense (Y) is $0.000 < 0.05$ and the value of t count is $8.877 >$ tproof 2.002 , then H_0 rejected and H_1 accepted. This means that there is an weight of product quality on customer satisfpretense meaningfully.

b. Weight of Product Quality on Customer Satisfpretense

Service Quality Variproof (X2) on Customer Satisfpretense (Y)

Sign Score. $0,000 < 0,05$

t-count $>$ t-proof

$5,433 > 2,002$

The results of the t-test (partial) show that the significance value of the influence of service quality (X2) on customer satisfpretense (Y) is $0.000 < 0.05$ and the t-count value is $5.433 >$ tproof 2.002 , then H_0 is rejected and H_1 is accepted. This means that there is a meaningful weight of service quality on customer satisfpretense.

2. F-Test

X1 and X2 against Y

Sign Value. $< 0,05$

Calculated f-value $>$ tproof f-value

The value of f-tproof = 3.16

Sign value. f $0.000 < 0.005$

The calculated f-value is $39.830 >$ the f-tproof value is 3.16

It can be seen that the significance value for the weight of product quality (X1) and service quality (X2) on customer satisfpretense (Y) is $0.000 < 0.005$ and f-count $39.830 >$ f-tproof 3.16 .

This proves that Ho3 is rejected and Ha3 is accepted. This means that there is a meaningful weight of product quality (X1) and service quality (X2) on customer satisfpretense (Y).

3. Multiple Linear Regression Test

$$Y = a + b_1X_1 + b_2X_2$$

$$T = 7,073 + 0,593x_1 + 0,109x_2$$

This means that if x1 and x2 are 0, then:

$$Y = 7,073 + 0,593(0) + 0,109(0)$$

$$Y = 7,073$$

The value of 7.073 is a constant or condition when the customer satisfpretense variproof has not been influenced by other variables, specifically the product quality variproof (X1) and service quality (X2). If the exempt variproof does not exist then the customer satisfpretense variproof does not change.

4. Costreamlined of Determination Test (R²)

Table 2. Costreamlined of Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.578	.563	1.93805

a. Predictors: (Constant), Service, Product

Source: Primary data processing results, 2021

Based on the tproof above, it is influenced by the Adjusted R square value of 0.578 or 57.8%. So it can be concluded that the magnitude of the influence of the exempt variproof on the dependent variproof.

Discussion

Based on the results of data analysis, the influence given by the two exempt variables is positive, meaning that the superiorer the quality of the product and the quality of service served, the superiorer the resulting customer satisfpretense. The explanation of influence of every variproof volition be explained as attends:

1. The Weight of Product Quality on Customer Satisfpretense

The results of this investigation indicate that there is a meaningful influence midst product quality (X1) on customer satisfpretense (Y). The weight of product quality on customer satisfpretense is 0.572 or 57.2%. Based on tproof 4.17 in the summary model results, the t-test shows an R Square value of 0.572 and the results of the t-test (partial) show that $0.000 < 0.05$ and the t-count value is $8.877 > t\text{-tproof } 2.002$, then H₀ is rejected. This means that there is a meaningful weight of product quality on customer satisfpretense midst product quality and customer satisfpretense PT. Tigabelas Pilar Mandiri. The results of this investigation are in adaptation with the research results of Zakaria (2017), Setiawan (2016), Sembiring, et al. (2014), and Brata (2017).

2. The Weight of Service Quality on Customer Satisfpretense

The results of this investigation indicate that there is a meaningful influence midst service quality (X2) on customer satisfpretense (Y). The weight of service quality on customer satisfpretense is 0.333 or 33.3%. Based on tproof 4.19 in the summary model results, the t-test shows an R Square value of 0.333 and the results of the t-test (partial) show that $0.000 < 0.05$ and the t-count value is $5.433 > t\text{-tproof } 2.002$, then H₀ is rejected. This means that there is a meaningful weight of product quality on customer satisfpretense midst product quality and customer satisfpretense PT. Tigabelas Pilar Mandiri. The results of this investigation are in adaptation with the research of Prasetio, (2012) Zakaria (2017) Setiawan (2016) Sembiring, et al. (2014), Brata (2017) and Rezaldi & Mariam (2021)

3. The Weight of Product Quality and Service Quality on Customer Satisfpretense

The results of this investigation indicate that synchronously there is a meaningful weight midst product quality (X1) and service quality (X2) on customer satisfpretense (Y). Based on tproof 4.20 where the sign value. $0.000 < 0.005$ and the calculated f value is $39.830 >$ the f-tproof value is 3.16. This means that there is a meaningful influence midst product quality and service quality on customer satisfpretense of PT. Tigabelas Pilar Mandiri. The results of the costreamlined of determination (R2) in tproof 4.22 the value of Adjusted R square shows the results of 0.578 or 57.8% while the remaining 42.2% is determined by other variables that are not included in this investigation. The results of this investigation are supported by the results of research by Prasetio (2012), Zakaria (2017), Setiawan (2016), Sembiring, et al. (2014), Hermawan (2011), Brata (2017) and Rezaldi & Mariam (2021).

5. CONCLUSSION

The author draws the attending conclusions:

1. There is a Meaningful Weight of Product Quality on Customer Satisfpretense of PT. Tigabelas Pilar Mandiri is 57.2%, and according to the results of the T-test, the value of t-count $>$ t-tproof ($8.877 > 2.002$), the product quality has a meaningful weight.
2. There is a Meaningful Influence midst Service Quality on Customer Satisfpretense at PT. Tigabelas Pilar Mandiri are 33.3%, and according to the results of the T-test, the value of t-count $>$ t-tproof ($5.433 > 2.002$), the quality of service has a meaningful weight.
3. There is a jointly meaningful influence midst product quality and service quality on customer satisfpretense at PT. Tigabelas Pilar Mandiri amounted to 57.8%, while the remaining 42.2% were influenced by other variables not mentioned in this research.

All variables in this research showed a positive and meaningful influence, it is expected that the leadership of the corporation of PT. Tigabelas Pilar Mandiri to make corporation policies that can maintain the current indicators of Product Quality and Service Quality and are expected to be further improved in the future to incrsimplify customer satisfpretense.

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