

## THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION (STUDY AT CFC BATU AJI BATAM)

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### *Abstract*

*The purpose of this study was to determine how much influence of service quality (X1), product quality (X2) on customer satisfaction (Y) at CFC Batuaji Batam. The model in this study is quantitative method, associative with the population in this study are customers who CFC Batuaji Batam. The sampling method using random sampling obtained as many as 48 respondents who visited at the time the research was conducted. The research questionnaire instrument uses primary and secondary data. Using SPSS. The analysis method in data processing is validity and reliability test, simple linear regression test, coefficient of determination, hypothesis test (t-test), and Pearson product moment correlation test. The results showed that Service Quality (X1), Product Quality (X2), also had a significant effect on Customer Satisfaction (Y). Therefore, it is important to maintain these variables on quality standards because they have a significant impact on customer satisfaction.*

*Keywords: Service quality; product quality; customer satisfaction*

### **Introduction**

Humans with one another have different lifestyles, one of the lifestyles that is currently developing is by consuming food offered by fast food restaurants. Fast food is the first choice for urban communities, especially for people who have routines and are busy every day. This has an impact on the emergence of people's needs for fast and instant food. We can see this with the crowds of visitors to fast food restaurants every day. The presence of fast food is very favoured by urban communities because of the way it is served quickly, making it easy to eat it anywhere. (Yelvita, 2022).

Satisfied consumers will be a very valuable asset for the company. This customer satisfaction is one of the keys to creating customer loyalty, because satisfied consumers will tend to be loyal. Satisfaction will arise if the customer positively assesses the transaction experience. Good customer relationship management creates customer satisfaction.

As a result, satisfied customers remain loyal and tell good things about the company and its products to others (Rofiqo et al., 2021).

Satisfaction can be influenced by consumer comparisons of service quality and product quality provided with what customers expect. Some customers deserve more attention and service than others. There are customers who will never give feedback, no matter how much attention the company will give them, and no matter how satisfied they are, thus enthusiasm about customer satisfaction must be carried out with analyses from the company. Product quality is the overall combination of characteristics of goods / services from marketing, engineering, manufacturing and maintenance that produce goods / services that are used to meet customer expectations. So product quality is a number of attributes or properties that are described in the product (goods and services) and are used to meet the

expectations of potential buyers. (Syaifullah & Mira, 2018).

Service quality is an effort from the company to meet customer expectations through services that accompany the goods/services offered with the aim of creating customer satisfaction.. According to Tjiptono and Chandra (2011), service quality is a measure of how good the level of service provided is, and in accordance with customer expectations..

Fast food is an alternative dish usually in the form of fried chicken, fries, burgers, pasta, or sandwiches. Fast food restaurant is one of the companies engaged in the provision of food, drinks and the provision of other services. One of the fast food restaurants that are in great demand by urban communities is California Fried Chicken (CFC). California Fried Chicken (CFC) is one of the fast food companies that provides the best fast food fried chicken today, low quality will cause dissatisfaction with consumers, not only consumers who enjoy dishes at the restaurant but also have an impact on others. For customers who are disappointed, they will tell at least 15 other people (Lupiyoadi dan Hamdani 2016). For this reason, efforts to improve service quality and product quality will be much more effective for business sustainability. Woro & Naili (2013) and Qomariah (2012) suggests that in general, consumer interest in products and services is quality. So it is not surprising that many companies improve their service quality in order to attract consumers who are willing to spend a lot of money to get quality, however, other factors are still built such as promotion, pricing strategy, distribution channels and so on. Based on this, the researcher wants to conduct a study entitled The Effect of Service Quality and Product Quality on Consumer Satisfaction at CFC Batuaji Fast Food Batam.

## **Literature Review**

### **Service Quality**

Service quality as a form of effort in realising the needs, desires of buyers, as well as the accuracy of product delivery in order to balance buyer expectations. The quality of a service must be provided by the company wholeheartedly because if it is half-hearted, potential buyers or customers will also be hesitant or doubtful about the service of a company itself. Service is an important factor in taking the hearts of potential buyers or customers (Eri Susan, 2019).

There are 5 indicators for service quality, namely:

1. Tangible, is direct evidence that can be directly assessed through visual or display of physical facilities. Such as: parking security when shopping, attractive employee appearance, unique and attractive building design.
2. Reliability, is a dimension of similarity or whether the service provided is in accordance with what is promised to the Effect of Service Quality on Consumer Satisfaction According to Familiar and Maftukhah, the ideal service quality is when the service received exceeds consumer expectations and vice versa, if the service received is lower than expected, the service quality is considered poor. According to Santoso, service quality has a positive and significant effect on customer satisfaction. Service quality has an influence on customer satisfaction.
3. Responsiveness, is a form of employee willingness to provide services to consumers. Such as: the speed with which employees handle customer problems, the willingness of employees to pay individual attention, and the responsiveness of clear information to customers..
4. Assurance, is a dimension that can provide guarantees or a sense of security to consumers so that it will foster trust in the company. Such as: ease of communication between

employees and customers and providing clear information to customers.

5. *Empathy*, is a dimension of the company's willingness to pay attention to consumer needs and willingness to provide assistance or assistance when consumers experience problems both before and after consuming the products offered by the company. Such as the ability to communicate with customers and the ease of obtaining product information (Ibrahim & Thawil, 2019).

### **Product Quality**

Product quality is a dynamic condition of goods/services that have benefits for consumers in accordance with consumer needs and expectations. There are 3 (three) indicators that influence the quality of the product itself, namely:

- 1) *Product Specifications*  
Criteria of goods/services that can meet the needs of users of goods/services that when utilised have added value.
- 2) *Product Performance*  
A value, function or result obtained from a good or service. Consumers will buy a good or service will see the value and function they will get from the product.
- 3) *Product Display*  
Physical criteria of a product such as product colour, portion, shape, texture, aroma, taste, and level of doneness (Prakosa & Tjahjaningsih, 2021).

### **Consumer Satisfaction**

According to Tjiptono Chandra quoting from Mowen, consumer satisfaction is formulated as a form of consumer attitude or behaviour towards a good / service that has been consumed or obtained, so that it will lead to plans for repeat purchases and cause a sense of satisfaction or dissatisfaction. There are 5 (five) indicators for customer satisfaction, namely:

- 1) *Overall Customer Satisfaction*, i.e. through general product performance.

- 2) *Dimensi Customer Satisfaction*, which is a dimension for measuring service quality. By using this dimension you can find out the distance between customer expectations and customer expectations of the services they receive.
- 3) *Confirmation of Expectations*, which is an indirect measurement of satisfaction by concluding the suitability or dissatisfaction between customer expectations and the actual performance of a product.
- 4) *Repurchase Intention*, which is satisfaction measured based on the customer's willingness / willingness to repurchase the same service that has been consumed before.
- 5) *Willingness to Recommend*, which is satisfaction measured when customers do indirect marketing to a person or group of people to make purchases of the products they use/consume (Ma et al., 2019).

Based on the explanation above, the research hypothesis is:

- H1: there is a positive and significant influence between service quality (X1) on customer satisfaction (Y)
- H2: there is a significant positive influence between product quality (X2) on customer satisfaction (Y)

### **Research Methods**

This research was conducted at CFC BATUAJI, Jalan R. Suprpto, Buliang, Batu Aji District, Batam City, Riau Islands, on 07 November 2022, the consumer population in this study is infinite so that researchers use the technique of taking random sampling of consumers who visit thus the total sample of 48 people consisting of 33 women, 15 men, with ages 19-24 years. The nature of this research is quantitative descriptive research, which is research on data collected and expressed in the form of numbers, although it is also in the form of qualitative data as support, such as words or sentences arranged in questionnaires,

sentences from consultations or interviews between researchers and informants. In analysing the data, the classical assumption test, multiple linear regression analysis, t test and F test, Coefficient of Determination were used.

## Results and Discussion

### Multiple Linear Regression Test

Based on the results of the analysis, a multiple linear regression model is obtained as follows:

$$Y = 0,305 + 0,229 X1 + 0,742 X2$$

Description:

X1 = Service Quality

X2 = Product Quality

Y = Customer Satisfaction

**Table 1. Hypothesis Test**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta		Tolerance	VIF	
(Constant)	.315	1.246		.253	.819		
Kualitas Pelayanan	.239	.113	.227	.2235	.042	.495	2.074
Kualitas Produk	.752	.109	.742	.7525	.000	.495	2.074

Source: Data Processing, 2023

Based on the table above, it is known that the sig value of service quality is 0.042 < 0.05, it can be concluded that the hypothesis (H1) which reads "there is a positive and significant influence between service quality (X1) on customer satisfaction (Y)", is accepted.

Then, it is known that the sig value is 0.000 < 0.05, it can be concluded that the hypothesis (H2) which reads "there is a significant positive influence between product quality (X2) on customer satisfaction (Y)", is accepted.

**Table 2. F test**

ANOVA <sup>a</sup>			
Sum of Squares	Df	Mean Square	F
227.046	2	113.523	88.245
52.881	43	1.230	
279.827	45		

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Produk, Kualitas Pelayanan

Source: Data Processing, 2023

The determination test (R<sup>2</sup>) is carried out to determine the amount of

contribution or contribution between the independent variables of service quality (X1) and product quality (X2) together on the dependent variable of customer satisfaction (Y).

Based on the table above, the R Square value is 0, 821 or 82.1% which shows that the magnitude of the contribution of the influence given by the variables of service quality and product quality to customer satisfaction and loyalty is 82.1%, while the remaining 17.9% is influenced by other factors not discussed in this study In line with Zahra's research (2021) that the contribution of the influence given by the variables of service quality and product quality to customer satisfaction and loyalty is 0.724 by 72.4%. While the remaining 27.6% is influenced by other variables outside of this regression equation or variables not examined.

## Conclusions and Suggestions

The characteristics of CFC consumers are mostly female. The dominant buyers are 16-25 years old and most of them have a high school education and work mostly as students. The income level of consumers per month is >Rp 1 000 000 and every time they visit, CFC customers spend an average of Rp 20 000- Rp 50 000.

From the multiple regression analysis that has been stated, it shows that the service quality variable is directly or positively proportional to the level of customer satisfaction, meaning that the higher the quality of service, the higher the level of customer satisfaction and loyalty, as well as the product quality variable which is directly or positively proportional to the level of customer satisfaction, meaning that the higher the product quality, the higher the level of customer satisfaction.

The t test results show that the two independent variables, namely, service quality and product quality, have a separate and significant influence on the

dependent variable, namely, customer satisfaction.

Meanwhile, the results of the F test show that the two independent variables, namely, service quality and product quality together affect or influence the dependent variable, namely, customer satisfaction.

Based on the R<sup>2</sup> test, it shows that the two independent variables, namely, service quality and product quality together have an influence contribution of 82.1% to the dependent variable, namely, customer satisfaction.

CFC can improve the quality of service both from the friendliness of employees in serving consumers, the speed of employees in serving consumers, to the physical cleanliness of the restaurant. Because, based on the results of our research, service quality is still lower than product quality.

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