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## The Influence Analysis of Product Quality on Customers Satisfaction of PT Galih Cipta Wisesa

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**Abstract:** The purpose of this study was to determine the product quality and service quality of PT Galih Cipta Wisesa and to find out how much influence product quality and service quality had on consumer satisfaction of PT Galih Cipta Wisesa. The large number of new companies offering a variety of similar products at lower prices creates intense competition to increase sales. Therefore, improving product quality is something that must be done in order to attract potential consumers and increase the number of purchases. Based on the type of data obtained by the authors in this study, the authors used quantitative methods using descriptive research methods to describe the results of the research carried out. In this study the authors used a questionnaire as a tool to collect data. Then the data obtained were analyzed using validity test, reliability test, normality test, heteroscedasticity test, simple linear regression analysis, t test (partial) and determinant test with the help of SPSS version 25. From the results of the analysis carried out by researchers it can be concluded that there is a quality influence product on consumer satisfaction at PT Galih Cipta Wisesa, this means that H0 is rejected and H1 is accepted. The research method used is quantitative method, and there is a positive relationship between service quality and customer satisfaction, with a regression value of 0.687. "The correlation coefficient (r) 0.583 indicates that there is a fairly strong relationship between service quality and customer satisfaction, the specified value (Kd) is 0.340. Hypothesis testing using t arithmetic test so that it is obtained t count > t table (7.112 > 1.660), which can be said to be significant.

**Keywords:** Quantitative, SPSS, Product Quality, Consumer Satisfaction

### INTRODUCTION

In the era of globalization, products or services that compete in one market are more and more diverse due to market openness, so that there is competition between producers to be able to meet customer needs and provide satisfaction. The purpose of a business is to create a sense of satisfaction in customers, this fact can be seen, that there are the rapidly changing global environment has caused every company, including services that try to find innovative ways to achieve competitive advantage, increase customer loyalty, and increase efficiency without compromise service quality (Supranto, 2010), Moberg mentions some evidence states that marketers make a distinction between business goods and services, and various marketing strategies to satisfy customers". According to Kotler in Armstrong (2001:24) revealed that Service Quality are all efforts carried out by certain parties, both individuals and groups to other parties, Meanwhile, according to Fandy Tjiptono (2008: 96), Service Quality is the quality of service that is determined by the company's ability to meet customer needs and desires Customers who come to shop can his wish was fulfilled." From this, repeat

customers and new customers will greatly contribute to increased sales and customers will be more loyal in shopping and new customers will become repeat customers, that's the vision principle and the company's mission goes well.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

"Service quality according to Angelova and Zekiri (2011:238) states that perceived service quality is a global judgment, or attitude, relating to the superiority of the service, where as satisfaction is related to a specific transaction. Quality of service is global judgments or attitudes related to service excellence, whereas satisfaction is related to certain advantages, the notion of service quality according to J, Supranto (2006:226) is a word which for service providers is something which has to be done well. "According to Kotler in Armstrong (2001:55) "Customer satisfaction is nothing" the difference between the expectations you have and the actual performance you receive. If high expectations, while the performance is mediocre, satisfaction will not be achieved (it is very possible that the customer will feel disappointed. On the other hand, if the performance exceeds expected, satisfaction increases, Meanwhile, according to Supranto (2010:224). Customer satisfaction is determined by the quality of the goods/services that the customer wants so that quality assurance becomes a top priority for every company, which at the same time This is especially used as a benchmark for the company's competitive advantage.

## METHODS

Based on the type of data obtained by the authors in this study, the authors used quantitative methods using descriptive research methods to describe the results of the research conducted. According to Sugiyono (2018:15) it is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics. According to Siregar (2016:107) the problem solving procedure in the descriptive research method is to describe the object of research at the present time based on the facts as they are, then analyzed and interpreted. Analysis method:

1. Likert scale According to Siregar (2016:138) the Likert scale is a scale that can be used to measure a person's attitudes, opinions and perceptions about a particular object or phenomenon. This phenomenon has been specifically defined by the author, hereinafter referred to as the research variable.
2. Validity test According to Siregar (2016:162) validity or validity is showing the extent to which a measuring instrument is able to measure what it wants to measure. Meanwhile, Muhidin and Abdurahman (2017:30) suggest that a measurement instrument is said to be valid if the instrument can measure something exactly what it wants to measure. If  $r_{count} < r_{table}$  with a significance level of 0.05. If  $r_{count} < r_{table}$ , then the instrument is declared invalid and if  $r_{count} > r_{table}$ , then the instrument is declared valid.
3. Reliability Test According to Muhidin and Abdurahman (2017:37) a measurement instrument is said to be reliable if the measurement is consistent and accurate. So the instrument reliability test is carried out with the aim of knowing the consistency of the instrument as a measuring instrument, so that the results of a measurement can be trusted. The measurement results can be trusted only if in several times the measurement of the same group of subjects obtains relatively the same results, as long as the aspects measured in the subject have not changed.
4. Normality test. According to Priyastama (2017:117) the normality test is used to test whether the residual value resulting from the regression is normally distributed or not.
5. Heteroscedasticity Test. According to Priyastama (2017: 125) heteroscedasticity is a condition where in the regression model there is an inequality of variance from the residuals from one observation to another. A good regression model is that there is no heteroscedasticity. To find out whether there is heteroscedasticity or not in this study, the author looks at the pattern of dots on the scatterplots.

## RESULT AND DISCUSSION

### Validity Variable Test

**Tabel 1. Validity Variable Test Result**

Questionnaire Product Quality (X)	rCount	rTabel	Remark
X1	0.865	0.2324	Valid
X2	0.878	0.2324	Valid
X3	0.939	0.2324	Valid
X4	0.931	0.2324	Valid
X5	0.897	0.2324	Valid
X6	0.885	0.2324	Valid
X7	0.933	0.2324	Valid
X8	0.905	0.2324	Valid
Y1	0.933	0.2324	Valid
Y2	0.893	0.2324	Valid
Y3	0.877	0.2324	Valid
Y4	0.897	0.2324	Valid

The results of observations in rTable 0.01 obtained the value of the sample (N) = 100 of 0.2324. Referring to the results of the validity test, it is found that all instruments starting from the Product Quality variable consisting of X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, X1.8 are all at Pearson correlation produces a value (rCount is greater than rTable. In addition, the Customer Satisfaction variable (Y) which consists of Y1, Y2, Y3, Y4, all of the Pearson Correlation produces a value (rCount) greater than rTable. So it can be concluded that all instruments in this study can be said to be valid.

**Tabel 2. Correlation Variable Test Result**

		ProductQuality	CustomerSatisfaction
ProductQuality	Pearson Correlation	1	.963**
	Sig. (2-tailed)		.000
	N	100	100
CustomerSatisfaction	Pearson Correlation	.963**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The results of observations in the Variable Correlation Test obtained a significance value of 0.000 on Product Quality and the same significance value of 0.000 on customer satisfaction, so the value is smaller than 0.05. So it can be concluded that there is a correlation or relationship between Product Quality and Customer Satisfaction which all instruments in this study can be said to be valid.

### Reability Test

From the results of the reliability test, it was found that all values and the results of the x and y variables resulted in a Cronbach's alpha value of 0.899 which was greater than 0.60. So it can be concluded that all instruments in this study are reliable.

### Normality Test

From the results of the normality test using Kolomogrov Smirnov got significant results from the normality test of 0.000 which is smaller than 0.1, so it can be said that the data in the regression in this study is normally distributed.

### Multicollinearity Test

From the results of existing calculations from the results of the Multicollinearity test, the independent variable shows that the value of VIF = 1 where the value is smaller than 10, namely the value 1. So it can be concluded that it is free from multicollinearity.

## Heteroscedastisity Test

From the results of the table coefficients Heteroscedasticity Test the value of Sig. Product Quality of 0.99 is greater than 0.05, so the effect of Product Quality on Customer Satisfaction does not occur heteroscedasticity problems.

## Linear Regression Simple Test

**Tabel 3. Linear Regression Simple Test**

Model	Variables Entered	Variables Removed	Method
1	ProductQuality <sup>b</sup>	.	Enter
a. Dependent Variable: CustomerSatisfaction			
b. All requested variables entered.			

From the results of the Entered Variables Table, it is explained that the variables entered and the method used are Product Quality as the independent variable and Customer satisfaction as the dependent variable using the Enter method.

## Determinan Coefficient Test

**Table 4. Determinan Coefficient Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 <sup>a</sup>	.909	.908	.691
a. Predictors: (Constant), ProductQuality				

From the Summary Model Table, the correlation value  $R$  is 0.953. And the coefficient of determination (Rsquare) is 0.909, which means that the strength of the influence of the Product Quality variable on the Customer satisfaction variable is 0.909%.

## T Test

**Table 5. T Test Result**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.194	.574		-.338	.736
	ProductQuality(X)	.505	.016	.953	30.799	.000
a. Dependent Variable: CustomerSatisfaction						

$$\begin{aligned}
 T_{\text{tabel}} &= (a/2; n-k-1) \\
 &= (0.05/2; 100-1-1) \\
 &= (0.25; 98) \\
 &= 1.984467
 \end{aligned}$$

From the table coefficient Ttest obtained the value of Sig. of 0.000 < 0.05, so that the value of t count is -30799 > t table 1.984467, so it can be concluded that the Product Quality (X) variable has an effect on the Customer Satisfaction variable (Y).

## F Test

**Table 6. F Test Result**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	617.498	8	77.187	2561.299	.000 <sup>b</sup>
	Residual	2.742	91	.030		
	Total	620.240	99			
a. Dependent Variable: CustomerSatisfaction (Y)						
b. Predictors: (Constant), Product Quality (X)						

In the ANOVA table, it is known that the calculated F value = 2561,299 > F table 1.98 with a significance level of 0.000 < 0.05, then the regression model can be used for a significant effect together between the variables Product quality (X) and variable Customer satisfaction (Y).

## CONCLUSION

In the Correlation Test, it was concluded that there was a significant relationship or correlation between Product quality and Customer Satisfaction. Based on the Relationship Degree Guidelines, it has a perfect level of relationship between Product quality and Customer Satisfaction because the Pearson Correlation value is in the range of 0.81 to 1.00, and the direction of the positive relationship between Product quality and Customer Satisfaction can be seen in the Pearson Correlation value of 0.963 which has positive value.

From the analysis, it is concluded that there is an influence between product quality and customer satisfaction of PT Galih Cipta Wisesa's consumers. Researchers suggest that PT Galih Cipta Wisesa always improve product quality and innovate new innovations and can improve services in order to achieve optimal customer satisfaction.

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