The Effect of Promotion, Product Quality, and Service Quality on Customer Satisfaction at Outlets Vin Crepes Takoyaki South Jakarta

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Abstract. The decline in sales at the Vin Crepes Takoyaki Outlet is an indication and initial clue behind theholding of this research, in addition there are several complaints from customers who were directly encountered by researchers in the field adding to the list of causes of problems for further analysis. The purpose of this study is to analyze how much customer satisfaction occurs, seen from the magnitude of the correlation between customer satisfaction itself and the quality of the product produced, the quality of service provided by employees to customers, and the influence of sales promotions. The methodology in this study uses quantitative data analysis with multiple linear regression, data collection from the results of questionnaires distributed to 50 respondents (buyers at Vin Crepes Takoyaki outlets) and the SPSS (Statistical Package for Social Sciences) application which is a statistical data processing media in social science. Theinitial hypothesis author'ssuspect that there is a positive relationship between product quality, service quality and sales promotion on customer satisfaction.After processing the data with SPSS,theresults were obtained following: To test the validity of the three independent variables had a positive or significant effect on customer satisfaction, for the reliability test the three independent variables were proven to be reliable or acceptable, because the Cronbach Alpha value was more than 0.7, for the coefficient test determination (R^2) it can be concluded that the percentage of influence of the three independent variables can be proven by the coefficient of determination (R^2) of 0.398 this means 39.8% of Crepes Vin takoyaki(Y) variable is influenced by the (X1) variable, (X2) variable and (X3) variable, while the remaining 60, 2% influenced by other variables.

Keyword : Product Quality, Customer Quality, Sales Promotion, Customer Satisfaction

INTRODUCTION

Vin Crepes Takoyaki which is one of the brands pioneered by the author since 2011, for a decade Vin Crepes Takoyaki has been trying to compete with various harsh competition in the market. Quality products, perfect service, and attractive sales promotions are one of the keys to success in the survival strategy that is dreamed of in winning the hearts of its customers. However, when the author traced directly to the field, it turned out that several things were not in accordance with what he had dreamed of all this time. Some customers were disappointed because the products they ordered did not meet their expectations, such as the taste was too spicy, the crepes skin was over cooked, to the crepes wrapper that looked messy. In addition, several other customers complained that the service from employees was less than optimal so they felt less satisfied. As for promotions, some customers mentioned that promotions are rarely held, they suggested several options such as buy two get one free and so on, because they are regular customers who regularly buy crepes at Vin Crepes Takoyaki.

Several descriptions related to product quality, service quality, and promotions turned out to have an impact on decreasing sales at Vin Crepes Takoyaki outlets, this stimulated the author as a business owner to act as soon as possible to stop the problem that occurred, so the author tried further by analyzing further various factors causing the decline in sales caused by customer dissatisfaction with what Vin Crepes Takoyaki provides through its employees to them as parties who enjoy the output.

In the initial hypothesis the author suspects that there is a positive relationship and a strong correlation between the independent variables promotion hereinafter will be referred to as X1, product quality as X2 and service quality as X3 on the dependent variable in the form of (Y) variable as customer satisfaction. To analyze further the researchers used the SPSS (Statistical Package for Social Sciences) application as a means of data processing.

The initial stage of this research is to collect as much data as possible, related to the variables studied. The author uses direct observation to the field by distributing questionnaires, which are distributed to 100 respondents, 80 respondents are considered relevant and the rest are considered less representative. The contents of the questionnaire contain indicators of (X1) variable, (X2) variable, (X3) variable, and (Y) variable, so that an assessment can be made and can be processed further. In addition, various reference books, journals, references from the internet and libraries also complement this research reference.

The next stage we process the data that has been obtained using the SPSS application, or it can be done manually. There are several things that need to be processed including: calculating the number of samples that must be studied, for data collection we can use a simple Slovin formula, for 100 people in the population 80 samples are obtained that can represent the entire population. After obtaining the sample, we process the questionnaire data from the 80 samples. We start by checking whether the data we get is valid or not, so that if it is declared valid with the SPSS interpretation rules we can do a test test to the next stage, namely checking the reliability of the data whether it is reliable or not. Then we test R^2, T test, ANOVA test, multiple linear regression and normality test as a complement. Customer satisfaction can actually be created, depending on how the company wins the hearts of customers which is generally influenced by factors such as product quality, service quality, emotional, promotion, price, location and brand image. And customer satisfaction is considered important because it is a measure of success for a company.

LITERATURE REVIEW

Definition of management according to [11] Pangestu 2000 is the art of achieving certain goals carried out by other people/other people's efforts. Management comes from the Latin *manus* which means hand and *agere which means to* do. These words are combined into *manager*which means about something, organize, make something into what it wants by utilizing all available resources. So that management is defined as the science or art of regulating, controlling, communicating and utilizing existing resources within the organization by utilizing the management functions of POAC (*planning, organizing, actuating, controlling*) so that the organization can achieve its goals effectively and efficiently, according to [9] Kristiawan M 2017 Science Management. This is done as a step to meet the targets that have been set by using all the assets owned, namely human resources and other resources that have the potential to improve operational performance.

Promotion

There are many ways to make the company's products known to the wider community, including promotion. Several experts, one of them [7] Kotler and Armstrong mention that promotion is part of the company's steps and strategies in communicating with its customers through the marketing mix so that their customers know what products are being sold, how the characteristics of these goods are, and how the advantages of the products produced by the company are. so that it can attract customers to buy the product. In line with Kotler and Armstrong [15] Tjiptono said that the language of promotion focuses on the company's efforts to introduce the company's products to consumers so that they can influence them, so that consumers are interested in buying these products through the media marketing mix.

Product Quality

Still according to [7] Kotler and Armstrong, product quality is defined as follows: the achievement of a product in fulfilling a function such as a relatively affordable price, ease of operation, precision, reliability, product durability and other attributes that complement the product's capacity are called product quality. Each customer has its own and different assessment of each person on an object, depending on their respective perceptions. Image quality is formed when customers consume the product, if their expectations in using the product are achieved and they are satisfied, then the product is said to be of high quality.

Service Quality

Quality service is an obligation that must be given by the company to its customers, the more satisfied the customer with the services provided, the more loyal the customer will be to the company. [8] Kotler and Keller define service quality as the totality and characteristics of a product or service to perform its function optimally, namely meeting and satisfying customer needs, both implied and tangible. [13] Sulastiyono said that service quality is a complex effort carried out by the company towards its customers.

Customer satisfaction

Someone is said to be satisfied or not according to [8] Kotler and Keller is if someone has feelings of pleasure or even disappointment after using the products or services offered by the company, they will judge the products or services used to be a feeling of pleasure if they feel satisfied, so On the other hand, they will show a disappointed attitude if they do not get the quality they expect.

Meanwhile, according to Tjiptono [2012: 301], consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled.In

addition to the above literacy, we also refer to several previous studies including: [1] Aditya RB 2020, *Journal of Entrepreneurial Management, 17(1)*, 61-68, [2] Adriliyani 2021, HUMANIS Journal *(Humanities, Management and Science Proceedings)*, *1*(2), [4] Budiarti A 2020 *Journal of Economic Education (JUPE), 8(3)*, 86-94. doi:https://doi.org/10.26740/jupe.v9n3, [5] Iskandar K 2021, *Journal of Economics And Management (JECMA), 3(1)*, 1-9, [6] Jasmani J 2020, *Journal of Effective Economics, 2(3)*, 354-363, [10] Mahargiono 2020, *Journal of Management Science and Research, 9(8)*, 1-19, [12] Poluan 2021, *EMBA Journal, 9(3)*, 1721-1730, [13] Safi'I 2020, *Scientific Journal of Industrial Engineering Students, Kadiri University, 2(2)*, 106-117.

RESEARCH METHODOLOGY

In this study, 50 consumers at Outlets Vin Crepes Takoyaki, South Jakarta were involved for questioning as a basis for reference data to be processed, as for the method of distributing questionnaires, which were disseminated using a piece of paper containing several questions related to the variables being studied, to customers who are buying at Outlets Vin Crepes Takoyaki. The variables in question are (X1) variable, (X2) variable, (X3) variable and (Y) variable. Then the results of the questionnaire were processed with the help of the SPSS application to find out how much influence the X variable had on Y either partially or simultaneously.

There are several tests carried out on the data from this questionnaire, namely; significant test (validity), test of reliability (reliability), partial test (t), simultaneous test (f), correlation test, and linear regression test. In his book, Professor Sugiyono [2016: 55] states that clause associative research has a goal, namely to find out how big the relationship between the variables studied is. Furthermore, Professor Sugiono explained the need for a purposive sample, which is a way to determine a sample that has its own characteristics that are able to represent the characteristics of the population to be studied, so that the research to be carried out produces valid and reliable data output, meaning that the data is valid, meets certain rules and is reliable.

The validity of the data (valid) can be seen by comparing the calculated r (corrected item total correlation in the SPSS results) with the r table, if the result of r arithmetic is greater than r table then the data is declared valid, otherwise it is declared invalid Sarjono [2011:50]. While the reliability of the data (reliable) can be seen from the cronbach alpha (SPSS results) which must exceed the value of 0.6 Sarjono [2011:45]. After the data has been tested for validity and reliability, it will be continued with other tests that have been submitted previously so that the value of the strength of the relationship between the X (independent) variable and Y (dependent) variable is known.

RESULTS AND DISCUSSION

Normality Test

Based on the output SPSS, the statistical test value for the promotion variable (X1) is 0.0540, the product quality variable (X2) is 0.8971, the service quality variable (X3) is 0.8971 and the customer satisfaction variable (Y) is 0.9284. All four have a significant value (2-tailed) and this measuring instrument has a value above 0.05, meaning that the data is normal.

Hypothesis Testing (t test)

As we known from the table below, the results of the partial analysis (t test) are as follows:

1. Sig-Value Value for X_1 of 0.286, it is greater than the specified P-Value value of 0.05 or 0.286> 0.05, meaning that there is no significant effect between Promotion variable (X_1)on Customer Satisfaction (Y) at the Outlets Vin Crepes Takoyaki, South Jakarta.
1. 2.Value of X_2: 0.528, greater than the value specified P-Value of 0.05 or 0.528> 0.05 so it have means there is a significant difference between variabel X2on Customer Satisfaction (Y) at Outlets Vin Crepes Takoyaki, South Jakarta.
2. 3.The Sig-Value value for X_3 is0.001 which is smaller than the specified P-Value value of 0.05 or 0.001> 0.05, meaning that there is good relationship between the variables of Service Quality (X_3).on Customer Satisfaction (Y)

Simultaneous Hypothesis Testing (f test)

Based on the table below, Promotion variables (X_1), Product Quality (X_2) and Service Quality (X_3) to Customer Satisfaction (Y) has significant sign, all the variable shows that as silmultant flow has good value compare with the P-test.

Table 1. Simultaneous Hypothesis Testing

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.962	3	25.987	10.127	.000[b]
	Residual	118.038	46	2.566		
	Total	196.000	49			

Analysis Correlation Coefficient (R) and the coefficient of determination (R^2)

Regression analysis, Partial test, simultantioustes, t test, F test, and the coefficient of determination (R^2) are using*software* IBM SPSS for windows version 22 to processing the data, it can be summarized the results of the analysis based on the results of the hypothesis below all variable X are having good influence with variable Y, the coeficient R^2 is 0,398, means there is 39,8 percent 0f customer satisfaction.

CONCLUSIONS

After processing the data, we can get conclusions that the promotion (X_1) does not have a significant impact on Customer Satisfaction at Outlets Crepes Vin Takoyaki, South Jakarta, this can be seen from its sig value of 0.286 (0.286> 0.05), the variable product quality or X_2 does not have a significant effect on customer satisfaction at Outlets Vin Crepes Takoyaki, South Jakarta, this can be seen from the sig value of 0.528 (0.528> 0.05), service quality has a significant influence on customer satisfaction at Outlets Vin Crepes Takoyaki, South Jakarta, this can be seen from the sig value of 0.001 (0.001 <0.05) and also the Promotion, Product Quality, and Service Quality simultaneously have a very significant effect on Customer Satisfaction at Outlets Vin Crepes Takoyaki, South Jakarta, this can be seen from the sig value of 0.000 (0.000 < 0.05.

Based on this research, we provide advice to companies between other that the company can improve the quality of its services which are considered to be lacking by conducting various kinds of training, one of which is greeting. Simultaneously the company further enhances its Promotion, Product Quality and Service Quality by conducting sales training for promotion, product SOP training for product quality and service SOP training for service quality. So as to create customer satisfaction.

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