



Vol. 4 • No. 1 • Desember 2023

Page (Hal.) : 453 – 458

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

© LPPM Universitas Pamulang

JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : humanisproceedings@gmail.com



Special Issue:
ICOMS2023
The 4th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

The Influence Of Product Quality and service quality on customer satisfaction Myrepublic (case study in bukit indah housing in South Tangerang)

Nurhadi¹, Jamaludin², Sugiyanto³

¹Program Studi Pascasarjana Magister Manajemen, Fakultas Ekonomi dan Bisnis
Universitas Pamulang

E-mail: adihadi998@gmail.com¹, dosen01020@unpam.ac.id², dosen00495@unpam.ac.id³

Abstract: This research aims to find out the influence of product quality and service quality on MyRepublic consumer satisfaction at Bukit Indah Housing, South Tangerang, where the independent variables are: Product Quality (X1), and Service Quality (X2), the dependent variable is: Consumer satisfaction (Y). This research method is a Quantitative Method. The population in this study was 243 users with a sample of 151 respondents. The analysis model used is Multiple Linear Regression which is processed using the SPSS version 26 application program. Data is collected using a questionnaire that has been filled in by MyRepublic consumers. This analysis includes: Validity Test, Reliability Test, Multiple Linear Regression Analysis, Classic Assumption Test, Hypothesis Test via T Test and F Test and Determination Coefficient (R2). Based on the results of this research, it shows that Product Quality (X1) has a significant effect on consumer satisfaction (Y) with the results obtained by the t value > t table and Service Quality (X2) has a significant effect on consumer satisfaction (Y) with the results obtained by the value t count > t table). This shows that there is a significant simultaneous influence between Product Quality and Service Quality on MyRepublic Consumer Satisfaction in the Bukit Indah Housing complex in South Tengerang.

Keywords: Product Quality, Service Quality, Consumer Satisfaction

RODUCTION

The corona virus which broke out in early 2020 until now has had a widespread impact on both the health and economic sectors. So that people reduce activities outside the home with the aim of avoiding its spread. Since the emergence of this new virus, many activities have been hampered. Almost all corners of the world carry out their activities online, requiring internet quota to run meeting rooms via applications such as Zoom, Google Meet and so on. Activities usually carried out face-to-face have become online. So it has become a reference for many people so that they can understand all new activities until they become accustomed to it, but as technology develops very rapidly nowadays, the need for network problems is helped in every activity, in fact everyone in the world tends to be dependent on technology, helped by current conditions. Technology, information and

communication are mandatory things that must be fulfilled in human life today after primary needs. The more technology develops, the more competition there will be in the world.

The need for the internet is in the spotlight amidst quarantine policies in various regions in the face of the corona virus outbreak which ultimately reveals inequality in life opportunities. This also provides 2 new impetus for quality internet access to be seen as a human right. This technology and brand became one of the cornerstones of the company's founding. Technological developments must rely on brands so that companies can develop. Without a brand, it will be difficult for a company to develop its products, as a result the brand influences how the product develops. Without a brand, consumers will have difficulty finding products. Most companies are interested in working in the fields of technology, information and communication because they want to gain large profits from these conditions. Many companies offer various forms of services to the public in order to attract many consumers. One of the companies following this development is myrepublic (PT. Eka Mas Republic. MyRepublic is a multinational internet provider company that has services in several countries including Singapore, New Zealand and currently in Indonesia. Its flagship product operates in the internet service sector, MyRepublic a brand of end-to-end internet access service for residential use or small and medium businesses based on fiber to the home (FTTH) access.

This service provides guaranteed speed according to the service package used by the customer. Myrepublic started operating in 2015 as a 3internet company based on fiber optic technology (FTTH) and currently MyRepublic has a network in 13 major cities in Indonesia, namely Jakarta, Bogor, Depok, Semarang, Bekasi, Cibubur, Bandung, Surabaya, Bali, Malang, Medan, Palembang and Tangerang. MyRepublic comes with fiber technology with download and upload speeds of up to 500 Mbps. In Indonesia, MyRepublic is ranked at the top more often among other internet providers for Netflix streaming speed. MyRepublic also provides entertainment TV services with more than 72 channels from Indonesia and premium channels from abroad. In June, MyRepublic again won 2 awards at once from Marketing Magazine (one of the leading and recognized award organizers in Indonesia), namely: Excellent Service Experience Award Index (ESEA) 2021 and Digital Touch Point Customer Engagement Award (DTPCE) 2021 and Tangerang received an award The best band ESEA Award was successfully obtained by MyRepublic after passing the assessment which included: Customer Sense Experience (Sense Index), Customer Emotional/Mood Experience (Mood Index), Customer Problem Solution Experience (Solution Index) and the DTPCE award was assessed based on the creation of engagement in each series of service touch points that have the best value and are needed by customers, consisting of: Accessibility, Availability, Information process, Transaction/inquiry/order process, Payment process, CS in online chat, Solution to inquiry, and Solution to complaint handling 4 Awards This is proof that PT Eka Mas Republik employees have worked hard and given their best for the interests of the company and MyRepublic customers so that they trust and recognize the company's credibility. Of course MyRepublic is ready to get even more prestigious awards this year.

From 2016-2021, there are a lot of consumers who subscribe to MyRepublic, even though MyRepublic itself is the newest provider in Indonesia, the number of customers continues to increase, in contrast to the number of MyRepublic withdrawals or unsubscriptions, therefore product quality needs to be improved so that more and more people feel satisfied, so that many enthusiast. And if the quality of the product being offered



is good, the public will respond well and they can even promote it to their friends, neighbors and family. According to Runtunuwu and Oroh (2014), product quality is the ability of a product to carry out a function which includes reliability, durability, ease of operation, accuracy, goodness of the product, or other valuable attributes. Therefore, it is necessary to increase consumer satisfaction, so that more and more people subscribe. If consumer satisfaction is low, they will switch not to using MyRepublic internet services. According to Sangadji and Sopiah (2013: 182), consumer satisfaction can create a good basis for repeat purchases and create consumer loyalty; forming word of mouth recommendations that can benefit the company.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Understanding management

According to Hasibuan (2012:11) "management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal". According to Rivai (2015:2) "management is the science and art of managing the process of utilizing other resources efficiently, effectively and productively, which is the most important thing in achieving a goal". According to Robbins and Coulter (2015: 8), "management involves coordinating and supervising other work activities so that they are completed effectively and efficiently. The meaning of efficient itself is getting as much output as possible from as little input as possible, while effective is "doing the right thing", namely doing work that can help the organization achieve its goals." Meanwhile, according to Terry (2012: 16), "Management is a process of planning, organizing, mobilizing and controlling actions to determine and achieve goals through the use of human resources and other resources."

Management Objectives

is something that a person or management wants to realize to determine targets. the purpose of an action that will later be carried out in the process of achieving management goals. In this case, all companies, whether private, public or social institutions, certainly have their own desires or goals which form the motivation for their founding. Management in a business entity, both industrial and service, is driven by the income motive. To get big profits, management must be carried out efficiently.

Management Function

According to Hasibuan (2012:38) defines "Management functions include planning, organizing, acting and controlling. and according to Safroni (2012:47) "Management functions include planning, organizing, directing, coordinating

METHODS

This research uses a quantitative research method with a quantitative descriptive approach. According to Sugiyono (2016:9) the quantitative descriptive method is a research method based on the philosophy of postpositivism used to research the conditions of natural objects (as opposed to experiments) where the researcher is the key technical instrument. Data collection is carried out in a triangulated (combined) manner, data analysis is inductive/quantitative, and quantitative research results emphasize meaning rather than generalization. which is based on the assumption that a symptom can be clarified and the relationship between symptoms is causal (cause and effect). Quantitative research is a problem that you want to know using data in the form of numbers which will later be analyzed and using an associative problem formulation which is a statement asking about



the relationship between two or more variables. According to Sugiyono (2019:17) quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

RESULT AND DISCUSSION

Hypothesis testing of product quality (X1) and service quality (X2) variables on consumer satisfaction (Y) was carried out using the t test (partial test). In this study, a significance criterion of 5% (0.05) was used by comparing the calculated t with the t table, namely as follows:

- 1) If the calculated t value < t table: it means that H0 is accepted and H1 is rejected 119
- 2) If the calculated t value > t table: it means that H0 is rejected and H1 is accepted. To determine the amount of t table, it is found using the following formula: $t_{table} = t_{\alpha, df}$ (Alpha Rate x Degree of Freedom) $\alpha =$ real rate 5% $df = (n-2)$, then we get $(101-2) = 99$, then $t_{table} = 1.984$. The criteria are said to be significant if the calculated t value > t table or p value < Sig.0.05.

- 1) The influence of product quality (X1) on consumer satisfaction (Y).

Determining the hypothesis formulation is: $H_0 : \rho_1 = 0$ There is no significant influence between product quality on partial consumer satisfaction on MyRepublic in the beautiful hill housing complex, South Tangerang $H_1 : \rho_1 \neq 0$ There is a significant influence between product quality on partial consumer satisfaction on MyRepublic in the bukit indah housing complex, South Tangerang. The results of data processing using the SPSS Version 26 program, with the following results: in the test results in the table above, the calculated t value > t table or $(2.321 > 1.984)$ is also confirmed by the p value < Sig 0.05 or $(0.022 < 0.05)$. Thus, H0 is rejected and H1 is accepted, this shows that there is a partially significant influence between product quality on Myrepublic consumer satisfaction at the beautiful hill housing in South Tangerang

- 2) The influence of service quality (X2) on consumer satisfaction (Y).

Determining the hypothesis formulation is: $H_0 : \rho_3 = 0$ There is no significant influence between service quality on partial customer satisfaction at MyRepublic in the Bukit Indah housing complex, South Tangerang $H_1 : \rho_3 \neq 0$ There is a significant influence between service quality on partial customer satisfaction at Myrepublic in the housing complex beautiful hills of South Tangerang. The results of data processing using the SPSS Version 26 program, with the following results: in the test results obtained the calculated t value > t table or $(10.459 > 1.984)$. This is also reinforced by the p value < Sig. 0.05 or $(0.000 < 0.05)$. Thus, H0 is rejected and H1 is accepted, this shows that there is a partially significant influence between service quality on MyRepublic consumer satisfaction in the beautiful hill housing complex, South Tangerang.

Based on the results of the F test, the calculated F value > F table or $(309.035 > 2.700)$ is obtained. This is also confirmed by the p value < Sig.0.05 or $(0.000 < 0.05)$. Thus, H0 is rejected and H3 is accepted, this shows that there is a significant influence 124 simultaneously between product quality and service quality on customer satisfaction of MyRepublic housing complex Bukit Indah South Tengerang

CONCLUSIONS

1. Agencies need to always ensure that the products they offer are of good quality
2. Agencies need to always provide excellent service to their consumers
3. Agencies need to always strive to satisfy their consumers so that they always subscribe and are loyal.

ACKNOWLEDGEMENT

Thank you to the lecturer in the Marketing Research course, Mr. Sugiyanto, who directed the writing of the journal to fulfill the assignment for the Marketing Research course

REFERENCE

- Ali, H. (2013). *Marketing dan Kasus-kasus Pilihan*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Assauri, Sofjan. (2012). *Manajemen Pemasaran*. Jakarta : PT Raja Grafindo.
- Daryanto & setyobudi, I. (2014). *Konsumen dan Pelayanan Prima*. Yogyakarta: Gava Media..
- George R. Terry. (2012). *Asas-asas Manajemen (Vol. ketujuh)*. Bandung: PT. Alumnus.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21PLS Regresi*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26*. Badan Penerbit Universitas Diponegoro: Semarang
- Gitosudarmo, Indriyo. 2014. *Manajemen Operasi*. Yogyakarta. BPFYogyakarta.
- Husain, T., & Sunardi, N. (2020). Firm's Value Prediction Based on Profitability Ratios and Dividend Policy. *Finance & Economics Review*, 2(2), 13-26.
- Kadim, A., & Sunardi, N. (2022). Financial Management System (QRIS) based on UTAUT Model Approach in Jabodetabek. *International Journal of Artificial Intelligence Research*, 6(1).
- Kadim, A., Sunardi, N & Husain, T. (2020). The modeling firm's value based on financial ratios, intellectual capital and dividend policy. *Accounting*, 6(5), 859-870.
- Kotler dan Keller. (2012). *Manajemen Pemasaran* (Edisi 12)
- Kotler Philip, Armstrong Gary. (2013). *Prinsip-Prinsip Pemasaran (12 ed.)*. Jakarta: Erlangga.
- Kotler, P dan Armstrong, N. (2012). *Prinsip-Prinsip Pemasaran*. (B. Sabran, Trans.) Jakarta: Erlangga.
- Kotler, Philip & Gerry Armstrong, (2014): *Principle Of Marketing, 15th edition*. New Jersey: Pearson Pretice Hall
- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen, 15th Edition*, Pearson Education, Inc.

- Kotler, Philip dan Gary Armstrong. 2012. *Principles of Marketing 14E*. New Jersey: Pearson Education, Inc
- Laksana, F. (2013). *Manajemen Pemasaran (Pertama ed.)*. Yogyakarta: Graha Ilmu.
- Nardi Sunardi Et Al (2020). Determinants of Debt Policy and Company's Performance, *International Journal of Economics and Business Administration* Volume VIII Issue 4, 204-213
- Philip Kotler dan Kevin Lane Keller. (2012). *Manajemen Pemasaran (Ketiga Belas ed., Vol. 2)*. (B. S. MM, Trans.) Jakarta: Erlangga.
- Priyatno, D. (2012). *Cara Kilat Belajar Analisis Data Dengan SPSS 20*. Yogyakarta: Andi Offset.
- Rahma, S. d. (2012). *Perilaku Konsumen (7 ed.)*. Jakarta: Indeks.
- Safroni, L. (2012). *Manajemen dan Reformasi Pelayanan Publik dalam Konteks Birokrasi Indonesia*. Surabaya: Aditya Media Publishing.
- Sangadji, Etta Mamang, dan Sopian 2013. *Perilaku Konsumen –Pendekatan Praktis Disertasi Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit ANDI.
- Santoso, Singgih. 2012. *Statistik Parametrik*. Jakarta: PT Gramedia Pustaka Umum.
- Siswanto. 2012. *Pengantar Manajemen*. PT. Bumi Aksara, Jakarta
- Sugiyanto, L. N., & Wanten, I. K. (2020). Studi Kelayakan Bisnis Penerbit Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM) Banten 2020. *Cetak Perdana*.
- Sugiyanto, S., & Candra, A. (2019). Good Corporate Governance, Conservatism Accounting, Real Earnings Management, And Information Asymmetry On Share Return. *Jiafe (Jurnal Ilmiah Akuntansi Fakultas Ekonomi)*, 4(1), 9-18.
- Sugiyono. (2013). *metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung : Alfabeta.
- Sunardi, N. (2017). Determinan Intellectual Capital dengan Pendekatan iB-VAIC™ Terhadap Efisiensi Biaya Implikasinya Pada Profitabilitas Perbankan Syariah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 1(1).
- Sunardi, N. (2022). Liquidity and Asset Growth on Telecommunications Companies Value. *Jurnal SEKURITAS (Saham, Ekonomi, Keuangan dan Investasi)*, 5(3), 299-307.
- Sunardi, N., & Lesmana, R. (2020). Konsep Icepower (Wiramadu) sebagai Solusi Wirausaha menuju Desa Sejahtera Mandiri (DMS) pada Masa Pandemi Covid-19. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 4(1).
- Sunardi, N., & Tatariyanto, F. . (2023). The Impact of the Covid-19 Pandemic and Fintech Adoption on Financial Performance Moderating by Capital Adequacy . *International Journal of Islamic Business and Management Review*, 3(1), 102–118. <https://doi.org/10.54099/ijibmr.v3i1.620>
- Widarnaka, W., Sunardi, N., & Holiawati, H. (2022). Pengaruh Pertumbuhan Perusahaan, Ukuran Perusahaan Dan Likuiditas Terhadap Nilai Perusahaan Dengan Kebijakan Hutang Sebagai Variabel Moderasi. *Jurnal Syntax Admiration*, 3(10), 1341-1352.