

Impact Of Quality Product And Quality Service Of Customer Satisfaction At Vinz Ice Cream Cafe in Samarinda City

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ABSTRACT

This study aims to determine the effect of product quality and service quality on consumer satisfaction at Café Vinz Ice Cream in Samarinda City and to determine the level of significance of the influence of product quality and service quality on consumer satisfaction at Café Vinz Ice Cream in Samarinda City. This type of research is correlational with a quantitative approach. The population of this study were all consumers of Café Vinz Ice Cream with a predetermined sample of 96 respondents at Café Vinz Ice Cream. The data analysis technique in this study used multiple regression analysis, and using data collection obtained by distributing questionnaires to 96 respondents and interviews with 5 Café Vinz Ice Cream in Samarinda city to find out the responses given regarding product quality, service quality and customer satisfaction.

The results showed that the results of the t-test obtained $t_{count} = 5.693 > t_{table} = 1.661$ and a significant value of $0.000 < 0.05$ then there was a partial and significant effect between product quality on consumer satisfaction, then obtained the value of $t_{count} = 3.824 > t_{table} = 1.661$ and the value of significant $0.000 < 0.05$ then there is a partial and significant effect between service quality on customer satisfaction. Based on the results of the f test, $f_{count} = 102.448 > f_{table} = 3.09$ with a significance level of $0.000 < 0.05$, it can be concluded that product quality and service quality simultaneously have a significant effect on consumer satisfaction variables. The results of the analysis using the coefficient of determination obtained a value of 0.688, which means that product quality and service quality have an effect of 68.8% on consumer satisfaction.

Keywords: Quality Product, Quality Service, Consumer Satisfaction.

INTRODUCTION

Cafe Vinz Ice Cream is one of the food and beverage businesses in Samarinda that sells various kinds of drinks with ice cream toppings and other drink variants, there are also french fries and mini cakes to heavy meals such as steak and grill. Café Vinz Ice Cream which is located at Jalan Bhayangkara has been established since January 2013.

Based on interviews conducted with the head of the Vinz Ice Cream outlet, Nikmah said that the Café Vinz Ice Cream service provided by employees must follow the SOP (Standard Operating Procedure) owned by the company. This is supported by the statement from Sembiring, Suharyono and Kusumawati (2014) that service quality is also an important thing that must be considered and maximized in order to survive and remain the choice of consumers. But based on initial observations by distributing questionnaires to 35 consumers of Café Vinz Ice Cream, in terms of excellent service, 65.7% or 23 consumers felt that the service received was quite excellent but there were still 34.2% or 12 consumers who felt that the service was good. received is not fully primed as there are still employees who are less friendly

and smile less when serving. This indicates that the services provided have not fully followed the SOP (Standard Operating Procedure).

The results of subsequent interviews explained that now the company is still trying to provide the best quality products to consumers. This is also supported by statements from Anggareni, Kumadji and Sunarti (2016) stating that quality can be met when the company can provide products in accordance with what consumers expect and even exceed consumer expectations. In terms of taste consistency there are 57.1% or 20 consumers feel that the resulting product is in accordance with what consumers want. However, there are still around 42.8% or 15 consumers who state that the products produced are not in accordance with the wishes and even the presentation of the products on the menu is sometimes different. This indicates that the products owned by Cafe Vinz Ice Cream have not provided the product as expected by consumers.

According to Putro, Samuel and Brahmana (2014: 3) product quality is everything that has been created by a company so that it can be offered to get attention in satisfying consumer wants and needs. Manus and Lumanauw (2015: 697) add that product quality is the ability of a product to provide benefits or those related to products, products and products that are easy to use or repair, with the aim of providing satisfaction to product users who use it. The difference between the two definitions, according to Putro, Samuel and Brahmana, is that the quality of the product is everything that is created by a company and offers it to consumers in order to fulfill the desires or needs of consumers. Meanwhile, according to Manus and Lumanauw, product quality can provide benefits such as product durability, products which certainly aim to make it easier for consumers to use them.

According to Nugraha (2016:7) service quality is a form of business or service carried out by companies in order to build consumer perceptions when consumers interact or transact with companies. Then according to Diza, Moniharapon and Ogi (2016:111) service quality is all forms of activities carried out by service companies to meet consumer expectations. Similarities are found in the opinion of Nugraha and also Diza, Moniharapon and Ogi where service quality is a form of business or activity carried out by companies in order to build consumer perceptions in order to meet consumer expectations.

According to Suhairi (2019: 2542) consumer satisfaction is the result of an assessment in the form of an emotional response (feeling happy and satisfied) to consumers because of the fulfillment of expectations or desires in using and receiving services. The conclusion according to Suhairi above is consumer satisfaction as a form of emotional response to one's feelings of pleasure or disappointment to the comparison between the products purchased whether or not it is in accordance with the desires needed by consumers.

Based on what has been explained above, the benefits of research can be useful for:

a. For Research Places

As input for Café Vinz Ice Cream to be able to improve product quality and employee service quality to customer satisfaction.

b. For Writers

Through this research the author has gained experience and a deeper understanding of the implementation of good research.

c. For Further Researchers

It is hoped that this research can be a reference for the title that will be used as a comparison or reference in conducting further research.

METHOD

This type of research is correlational with a quantitative approach. The population of this study were all consumers of Café Vinz Ice Cream with a predetermined sample of 96 respondents at Café Vinz Ice Cream. The data analysis technique in this study used multiple regression analysis, and using data collection was obtained by distributing questionnaires to 96 respondents and interviewing 5 consumers of Café Vinz Ice Cream Samarinda to find out the responses given regarding product quality, service quality and customer satisfaction.

RESULT AND DISCUSSION

Based on the results of the t-test that has been carried out by the researcher, the value of $t_{count} = 5.693 > t_{table} = 1.661$ with a significant value of $0.000 < 0.05$. Then there is a partial and significant effect between product quality (X_1) on consumer satisfaction (Y) at Café Vinz Ice Cream Samarinda City. The results of this study are also supported by research by Haryanto (2013: 1472) which shows that product quality has a significant effect on consumer satisfaction by always maintaining good product quality, which will certainly be the choice of consumers. In line with this, Rabiah (2020:71) states that only products that have the best quality will be the choice for consumers.

Table 1 Distribution Level of Product Quality (X1) Respondents

| Class Score | Category | Frequency | % |
|-------------|---------------|-----------|--------------|
| 12 - 21 | Very Not Good | - | - |
| 22 - 31 | Not Good | - | - |
| 32 - 41 | Good Enough | 14 | 14,59 % |
| 42 - 51 | Good | 65 | 67,71% |
| 52 - 60 | Very Good | 17 | 17,70 % |
| | Amount | 96 | 100 % |

The results of the questionnaire distribution, the product quality variable has a distribution level which shows 14 respondents or 14.59% categorized as good enough and in the good category the highest number of respondents is 65 respondents or 67.71%. As many as 17 respondents or 17.70% are included in the highest category, which is very good. These results indicate that the quality of the existing products at Café Vinz Ice Cream can meet and satisfy consumer needs including by showing good performance, suitability and aesthetics of products that are attractive to consumers in order to create a consumer satisfaction. This is in line with the opinion of Bailia, Soegoto and Loindong (2014:1769) which states that product quality is the overall combination of product characteristics resulting from marketing, production and maintenance that makes the product usable and felt in meeting the expectations of every consumer. That is, product quality can determine consumer satisfaction related to the expectations of the consumers themselves for the perceived product quality.

The quality of products owned by consumers through the aspect of performance (performance) obtained an average value of 3.85 with a good category and consumer satisfaction in feeling satisfied got an average value of 3.95 with a good category. Based on these results, consumers consider that the appearance of the food and beverage products offered is very interesting to try, besides being attractive, the products offered also have a delicious and delicious taste. By providing good performance to consumers, it will lead to a feeling of satisfaction from consumers after trying and feeling the product. Based on other evidence, it can also be seen that 69 or 71.87% of consumers gave an agreeable response about the appearance of the drinks served by Café Vinz Ice Cream which is interesting to try. Therefore, consumers will be interested if the product display is made as attractive and unique as possible, thus creating a sense of wanting to try the food and beverage products that are offered.

The quality of other products can be seen from the aspect of conformance which gets an average value of 3.84 and consumer satisfaction in the interest of visiting again gets an average value of 3.98 with good category. These results indicate that consumers feel that food and beverage products are in accordance with their wishes, only adjustments when the product is served also need to be considered. So that it can generate interest in making repeat purchases or visiting again and enjoying the product offerings that have been provided. Other evidence shows that 67 or 68.77% of consumers gave an agree response that the drinks served by Café Vinz Ice Cream were in accordance with the wishes of consumers, but there were still complaints from consumers that sometimes not all food and beverage products were the same as those drawn in the menu book. and the portion provided is not appropriate.

Product quality in other aspects is aesthetics (aesthetics) obtaining an average value of 3.86 and consumer satisfaction in the availability to recommend products obtaining an average value of 3.90 with good categories. These results show that in an attractive

presentation or percentage and deliciously flavored food and beverage products plus many other various menus that can be tried by consumers can lead to a recommendation to other consumers to come visit and enjoy the dishes offered both with friends and close relatives. Another fact can be seen from 67 or 69.79% of consumers giving an agree response about the attractiveness of the food served by Café Vinz Ice Cream and 63 or 65.62% of consumers also giving agreeable responses about the various drinks offered by Café Vinz Ice Cream that can arouse consumer tastes.

Based on the results of the t-test that has been carried out by the researcher, the value of $t_{count} = 3.824 > t_{table} = 1.661$ with a significant value of $0.000 < 0.05$. So there is a partial and significant effect between service quality (X_2) on customer satisfaction (Y) at Café Vinz Ice Cream Samarinda City. These results are also supported by Maria and Ansori (2013: 6) who find that service quality has a significant effect on consumer satisfaction by providing good service, of course, it will make consumers comfortable when visiting and will be used as an assessment of these consumers so that a consumer satisfaction appears. This is also in line with the opinion of Tjiptono (2015: 157) which states that service quality is a measure of how good the level of service provided is capable and in accordance with consumer expectations.

Table 2 Level of Service Quality Distribution (X_2) Respondents

| Class Score | Category | Frequency | % |
|-------------|---------------|-----------|--------------|
| 17 – 30 | Very Not Good | - | - |
| 31 – 44 | Not Good | - | - |
| 45 – 58 | Good Enough | - | - |
| 59 – 72 | Good | 73 | 76,04% |
| 73 – 85 | Very Good | 23 | 23,95% |
| | Amount | 96 | 100 % |

The results of the questionnaire distribution, the service quality variable has a level of distribution which shows 73 respondents or 76.04% in good category and in very good category the number of respondents is 23 respondents or 23.95%. These results show the actions or activities that the company provides to consumers in the form of convenience, reliability, responsiveness, ability and hospitality shown by the attitude and nature in providing services to every customer at Café Vinz Ice Cream. This is in line with the opinion of Mariansyah and Syarif (2020:135) stating that service quality is a form of consumer assessment on the level of service that has been received by consumers, good service will certainly be expected by consumers in order to provide a sense of satisfaction. This, the quality of service provided must be in accordance with the regulations set by the company and implemented properly in the field.

The quality of service owned by consumers through the aspect of physical evidence (tangible) obtains an average value of 3.97 and consumer satisfaction in fulfilling consumer expectations gets an average value of 3.85 with good category. These results indicate that with a neat, clean place and provide comfort to consumers, of course it becomes an expectation that consumers want by providing the best service. Other evidence can be seen from 63 or 65.62% of consumers giving an agree response about the quality of service obtained is in accordance with consumer expectations.

Other service quality can be seen from the aspect of reliability (Reliability) which obtained an average value of 4.01 and customer satisfaction in feeling satisfied obtained an average value of 3.95 with good category. This shows that the ability to deliver services quickly and skillfully when serving, right in providing information and also right in making orders and has knowledge of what menus are offered. So that consumers will be happy and satisfied with the service that is reliable at the time of serving.

The quality of service owned by consumers through responsiveness (responsiveness) which obtained an average value of 4.06 and customer satisfaction in the interest of visiting again obtained an average value of 3.98. These results indicate that the level of employee ability to provide prompt service, and is always ready to respond when there are complaints from consumers, because by providing services that are swift and responsive to complaints from consumers of course it will also be an assessment of consumers how responsive employees are when serving.

The quality of service in the assurance aspect obtained an average value of 3.98 and customer satisfaction in the availability of recommends also obtained 3.90 in the good category. Based on these results, it shows that the employees on duty must have a friendly attitude and also polite manners to build confidence and trust in consumers in providing the services offered, because behavioral attitudes will also affect consumer satisfaction by showing a friendly attitude to consumers who will definitely be willing. coming back and also wouldn't hesitate to recommend to others. Other evidence can be seen from 83 or 86.47% of consumers who responded agreeing on the guarantee of being able to provide courteous service to Café Vinz Ice Cream consumers but there were still some employees who did not smile when serving.

The last aspect of service quality is empathy (Empathy) which gets an average value of 4.07 while customer satisfaction in feeling satisfied obtains an average value of 3.95 which is categorized as good. These results indicate that the ability of employees to pay attention, without discriminating against consumers and always put the interests of consumers first, because by giving direct attention to consumers and regardless of who the consumer is, consumers will feel comfortable when visiting and lead to consumer satisfaction.

Based on the results of the f test that has been carried out by the researcher, the value of $f_{count} = 102.448 > f_{table} = 3.09$ with a significant value of $0.000 < 0.05$. So there is a simultaneous and significant effect between product quality (X_1) and service quality (X_2) on consumer satisfaction (Y) at Café Vinz Ice Cream Samarinda City. These results are also in accordance with research conducted by Sukmawati (2018: 140) that the quality of products and the quality of services provided by the company can have an influence on consumer satisfaction. Then, Putro, Samuel and Brahmana (2014:3) state that consumer satisfaction is a feeling or emotional assessment of consumers towards the use of products and services where the expectations and needs of consumers are met.

Table 3 Level of Consumer Satisfaction Distribution (Y) Respondents

| Class Score | Category | Frequency | % |
|-------------|---------------|-----------|--------------|
| 10 - 17 | Very Not Good | - | - |
| 18 - 25 | Not Good | - | - |
| 26 - 33 | Good Enough | 5 | 5,20% |
| 34 - 41 | Good | 67 | 69,8% |
| 42 - 50 | Very Good | 24 | 25% |
| | Amount | 96 | 100 % |

Product quality and service quality become one of the important factors in obtaining consumer satisfaction and based on the results of the questionnaire distribution, the consumer satisfaction variable has a level of distribution which shows that in the good category the largest number of respondents is 67 respondents or 69.8%. As many as 24 respondents or 25% are included in the highest category, which is very good. These results indicate that consumer satisfaction can be addressed by the existence of product quality and good quality service that can support each other so that it can lead to customer satisfaction. This is also explained by Sukmawati (2018:121) stating that product quality and service quality are important factors that can affect consumer satisfaction and the higher the level of quality provided in satisfying consumers, it will lead to high consumer satisfaction as well. So that these factors have mutual interests and support each other in order to create a customer satisfaction.

The emergence of consumer satisfaction in the aspect of feeling satisfied obtained an average value of 3.95 with a good category. These results indicate that how satisfied consumers are after trying food and beverage products and services that have been provided, then also supported by presentations that attract the attention of consumers and the readiness of employees when serving consumers. Other evidence shows that 64 or 66.7% of consumers are satisfied and agree after enjoying the food served by Café Vinz Ice Cream. Thus providing the best products and services will lead to customer satisfaction.

Consumer satisfaction in the interest of visiting again obtained an average value of 3.98 with a good category. These results show that by displaying products that can arouse consumer tastes and supported by employee attitudes that can make consumers feel comfortable when visiting, of course these things can help companies know better how to retain consumers, so that interest arises to visit again.

Another consumer satisfaction is in the availability aspect, recommending getting an average value of 3.90 with a good category. These results are shown by the presentation that is made attractive and unique, consumers will be interested in trying the products offered, but also supported by adequate facilities such as providing neat, clean and comfortable room conditions for consumers, providing free Wi-fi and serving well for consumers. every consumer who comes, this will certainly make other consumers interested in visiting and recommending each other to friends and close relatives.

Consumer satisfaction also arises because with the fulfillment of consumer expectations, an average score of 3.85 is obtained in the good category. These results are shown through presentations that are in accordance with consumer expectations, both from the products and services received, supported by reliable, fast and responsive employees when serving consumers.

CONCLUSION

Based on the results of research that has been done regarding the effect of product quality and service quality on consumer satisfaction at Café Vinz Ice Cream, Samarinda City, it can be said as follows:

1. The higher the quality of the product, the higher the consumer satisfaction that will be obtained by presenting food and beverage products that are made attractive, have a delicious food aroma and offer a wide variety of food and beverage menus. So that consumers will be interested in trying the products offered and most consumers feel that the quality of the products owned by Café Vinz Ice Cream is quite good, this shows that the quality of the products received by consumers will be their judgment after trying and tasting the product, so from there customer satisfaction will be obtained.
2. The better the quality of service provided, the higher the customer satisfaction that will be obtained by paying attention to every customer who visits properly and when serving without discriminating who the customer is. So that consumers will feel comfortable when visiting and most consumers feel that the quality of service owned by Café Vinz Ice Cream is quite good, this shows that by providing the best service to consumers, they will be happy with the service they receive and from there a customer satisfaction will be obtained.

3. Product quality and service quality become one of the important factors that support each other in order to lead to consumer satisfaction, this can be seen from the appearance of the products offered are interesting to try, the taste and aroma of food and drinks are delicious and delicious, and the menu variants offered are also diverse and can arouse consumer tastes. Then, employees are also alert and fast when serving, and without discriminating against customers who come, so that from there a customer satisfaction will be obtained.

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