

Effect Of Product Quality On Customer Loyalty In Bakso Baper In Gowa District

Andi Muh Israq Burhanuddin¹, Firman Umar², Andi Aslinda³, Muh. Rivai⁴

Program Studi Ilmu Administrasi Bisnis, Fakultas Ilmu Sosial
Universitas Negeri Makassar^{1,2,3,4}
andisraq@gmail.com

(Received: 12 May 2020; Revised: 27 July 2021; Published: 21 September 2021)

ABSTRACT

This study discusses the Effect of Product Quality on Customer Loyalty. In this study, researchers tried to determine whether Product Quality has an influence on Customer Loyalty. This research is a quantitative study using a survey method. The data was collected by means of a questionnaire and analyzed using a statistical formula, namely Simple Linear Regression Analysis, which is calculated using SPSS assistance. The results of this study are that there is an influence between Product Quality and Customer Loyalty, with a value of 0.990.

Keywords: *Product Quality, Customer Loyalty*

Copyright © 2021 Universitas Negeri Makassar. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

In the current economic development, business competition in the business world is getting higher, especially in Indonesia, which is marked by the existence of many companies that offer quality products and are able to compete in the market. With this competition, the company always tries to maintain the survival of the company, develop its business and to get optimal profit. One of the things that companies need to pay attention to is the quality of their products.

To achieve its goals, each company directs its business activities to produce products that can provide customer satisfaction, so that in the long run the company gets the benefits it hopes for. Through the products it produces, the company creates and builds subscriptions. Therefore, the success of a company is largely determined by the success of its marketing efforts, which is determined by the accuracy of the products it produces in providing satisfaction to the target consumers it determines.

In other words, marketing efforts must be directed at consumers who want to be targeted as their target market. In this case, the marketing efforts that support the

success of the company must be based on the right marketing concept to be able to determine market strategies and marketing strategies that lead to the intended target market.

Customer satisfaction for every organization, whether in the service sector or in the goods sector, therefore not every time the producer can satisfy customers. Because there are so many customers using the product and each customer using it differently, customer attitudes are different, and speak differently.

Product quality is the understanding that the products offered by the seller have more selling value than competitors' products. Therefore the company tries to focus on product quality and compare it with products offered by competing companies.

According to Tjiptono (2008: 95), a product is anything that a producer can offer to be noticed, requested, sought, purchased, used, or consumed by the market as a fulfillment of the market's needs or desires. Meanwhile, according to Saladin (2002: 121), "Products are everything that can be offered to a market to be noticed, owned, used or consumed so that they can satisfy desires and needs."

The quality of the Bakso Baper products is considered well by customers. This can be seen from the direct effect of product quality on customer satisfaction, including strong. With good quality and trustworthiness, customers will feel their own satisfaction, so that customers will make repeat purchases of these products which are considered to be in accordance with what they want. In a decision process, customers do not just stop at the consumption process. Customers will carry out an evaluation process for the products they consume. The result of the evaluation process on consumption that has been done is that the customer will be satisfied or dissatisfied with the goods or products consumed.

Customer satisfaction is a post-purchase evaluation by comparing customer expectations with the reality they receive. To always maintain customer satisfaction, the Bakso Baper product must be able to find out the things that are the expectations of the customer.

The development of the Bakso Baper culinary business is inseparable from customer satisfaction with the Bakso Baper products offered to the public in general. According to the results of observations made by researchers on January 28, 2020 at Bakso Baper in Gowa Regency, it is known that the number of customers reaches 300 people with an income of 4- 5 million per day. The reason the researcher conducted research observations at Bakso Baper in Gowa Regency was because at first Bakso Baper was founded in Gowa Regency so that it had more customers than other Bakso Baper branches.

Bakso Goreng Baper was founded in October 2015 and is now growing rapidly and already has the biggest number of customers around Gowa, Makassar and one of its branches in Bogor City.

The quality of the Bakso Baper product is offering fried meatball products with various menu variants including original fried meatball menu variants, cheese fried

meatballs, fried tofu meatballs, and others ... The good quality of the products made by the Baper Bakso business is the attraction of customer loyalty. . In addition, Bakso Baper products are inspired by local processed products that create new flavors that are liked by the general public. Apart from creating new processed products, there are also promising business opportunities for culinary entrepreneurs.

Realizing the good quality of the products in the Bakso Baper business which makes customers loyal, researchers see a phenomenon in the success of the Bakso Baper business which can be used as an example for other budding entrepreneurs who are currently developing. For this reason, researchers conducted this study to determine how much influence product quality has on customer loyalty from the Bakso Baper business.

METHOD

The design used in this research is quantitative research using a survey method. The data was collected by means of a questionnaire and analyzed using a statistical formula, namely Simple Linear Regression Analysis, which is calculated using SPSS assistance. so it can be seen whether the product quality has an influence on customer loyalty in bakso baper gowa. The sample in this study were customers of Bakso Baper in Gowa Regency. Criteria for respondents taken as samples are customers who still routinely buy Baper Meatballs in Gowa Regency and the technique used in sampling is the Slovin technique, where this technique is a technique for calculating the minimum number of samples.

The data collection technique is carried out by means of field research. Field research, searching for and obtaining data from bakso baper Gowa and customers as respondents who researched. The method used is observation, questionnaire. Observation, make direct observations and study matters related to direct research on Bakso Baper in Gowa Regency. Questionnaires, asking questions that have been prepared in writing by distributing questionnaires and accompanied by alternative answers that will be given to respondents.

RESEARCH RESULTS AND DISCUSSION

Respondent response data regarding Product Quality towards Customer Loyalty at Baper Meatballs in Gowa Regency, so for the first discussion, namely product quality, From the results of the validity test on product quality, all questions / statements are declared valid to have a Corrected Item-Total Correlation value more than 0.227, the second discussion of customer loyalty. Based on the results of the validity test on the customer loyalty variable, all question items were declared valid because they had a Corrected Item-Total Correlation value that was more than 0.227.

The product quality at Bakso Baper, Gowa Regency is measured based on 5 indicators, namely features, product diversity, product durability, quality of raw materials, and technology used. In the feature indicator, there are three statements, the first statement is "I bought a baper meatball product because it tastes good. A total of 49 respondents (65%) answered strongly agree, 25 respondents (34%) answered agree, 1 respondent (1%) answered disagree. The majority of respondents answered strongly agree, which means that the baper meatball product has a good taste. The second statement is "The products offered by the baper meatball are of good quality. as many as 45 respondents (60%) answered agree, 29 respondents (39%) answered strongly agree, 1 respondent (1%) answered disagree. The majority of respondents answered agree, which means that the products offered by Baper Meatballs are of good quality. The third statement, namely "Bakso baper offers cheaper prices than competitors' products, as many as 37 respondents (49%) answered agree, 36 respondents (48%) answered strongly agree, 2 respondents (3%) answered disagree, the majority of respondents answered agree that means that the meatball baper offers a cheaper price than other products.

On the indicator of product diversity there are three statements, the first statement is "The flavors offered by the meatball baper are very diverse. A total of 37 respondents (49%) answered agree, 35 respondents (47%) answered strongly agree, 3 respondents (4%) answered disagree. The majority of respondents answered agree, which means that the flavors offered by Baper Meatballs are very diverse. The second statement is "There are many types of toppings offered by baper meatballs. 42 respondents (56%) answered agree, 25 respondents (33%) answered strongly agree, 8 respondents (11%) answered disagree. The majority of respondents answered agree, which means that the products offered are many types of topping compared to other products. The third statement is "The food menu sold at Bakso Baper is very diverse, as many as 51 respondents (68%) answered agree, 22 respondents (29%) answered strongly agree, 2 respondents (3%) answered disagree, the majority of respondents answered agree, which means there are many kinds of menus that are sold at bakso baper.

On the indicator of product durability, there are three statements, the first statement is "Bakso baper is able to keep the product sterile and fresh so that product durability is guaranteed. A total of 41 respondents (55%) answered strongly agree, 33 respondents (44%) answered agree, 1 respondent (1%) answered disagree. The majority of respondents answered strongly agree, which means that baper meatball products can keep their products sterile and fresh. . The second statement is "Baper meatball products are packaged properly so as to maintain product durability. As many as 39 respondents (52%) answered strongly agree, 34 respondents (45%) answered agree, 2 respondents (3%) answered disagree. The majority of respondents answered strongly agree, which means that the products offered by baper meatballs are packed properly so that they can maintain their durability. The third statement was "The food served at the baper meatball does not spoil easily when taken home, 38 respondents (51%) answered agree,

37 respondents (49%) answered strongly agree. The majority of respondents answered agree, which means that the food served is not stale young.

On the indicators of the quality of raw materials there are three statements, the first statement is "The raw materials used are safe, healthy, and clean. A total of 37 respondents (49%) answered agree, 35 respondents (47%) answered strongly agree, 3 respondents (4%) answered disagree. The majority of respondents answered agree, which means that baper meatball products have raw materials that are safe, healthy and clean for consumption. The second statement is "Baper meatballs always maintain the quality of their raw materials. as many as 43 respondents (57%) answered agree, 27 respondents (36%) answered strongly agree, 5 respondents (7%) answered disagree. The majority of respondents answered agree, which means that the products offered by baper meatballs maintain the quality of their raw materials. The third statement is "Bakso baper has good taste quality, as many as 38 respondents (51%) answered agree, 32 respondents (43%) answered strongly agree, respondents 5 (7%) answered disagree. The majority of respondents answered agree, which means that the quality of the taste of bapered meatballs is of good quality compared to other products.

In the technology indicators used there are three statements, the first statement is "Bakso baper uses social media for promotional media. A total of 35 respondents (47%) answered agree, 34 respondents (45%) answered strongly agree, 6 respondents (8%) answered disagree. The majority of respondents answered agree, which means that bakso baper uses social media to carry out promotional activities. The second statement is "Bakso baper is collaborating with online shopping applications in marketing its products. 34 respondents (45%) answered strongly agree, 34 respondents (45%) answered agree, 7 respondents (10%) answered disagree. The majority of respondents answered strongly agree, which means that the baper meatball collaborates with online applications in marketing their products. The third statement is "Bakso baper uses special tools in making meatballs, as many as 40 respondents (53%) answered agree, 30 respondents (40%) answered strongly agree, respondents 6 (8%) answered disagree. The majority of respondents answered agree, which means that bapered meatballs use special tools / machines in making meatballs.

Customer loyalty is measured based on 4 indicators, namely repeat purchases, brand consumption habits, great liking for brands, brand recommendation to others. On the re-purchase indicator, there are three statements, the first statement is "I am interested in repurchasing at Bakso Baper. A total of 46 respondents (61%) answered strongly agree, 27 respondents (36%) answered agree, 2 respondents (3%) answered disagree. The majority of respondents answered strongly agree, which means that customers will make repeat purchases at baper meatballs. The second statement is "Before I shop at baper meatballs, I first compare the quality of other brands with baper meatball products. As many as 40 respondents (53%) answered agree, 30 respondents (40%) answered strongly agree, 5 respondents (7%) answered disagree. The majority of respondents answered agree, which means that customers who shop at bakso baper have

compared the quality of other brands before the bakso baper brand. The third statement is "Bakso baper will be my first choice for meatball products, as many as 36 respondents (48%) answered agree, 35 respondents (47%) answered strongly agreed, respondents 4 (5%) answered disagree. The majority of respondents answered agree, which means that customers will rely on baper meatballs compared to other meatballs.

In the indicator of brand consumption habits, there are three statements, the first statement is "I will not switch to other similar meatball products. A total of 40 respondents (53%) answered strongly agree, 33 respondents (44%) answered agree, 2 respondents (3%) answered disagree. The majority of respondents answered strongly agree, which means that customers will not switch to other products. The second statement is "I am satisfied with the products sold at Bakso Baper. 44 respondents (59%) answered strongly agree, 27 respondents (36%) answered agree, 4 respondents (5%) answered disagree. The majority of respondents answered strongly agree, which means that customers are satisfied with the product being sold. The third statement was "The quality of the products at meatball baper was in accordance with what I expected, as many as 54 respondents (72%) answered strongly agree, 21 respondents (28%) answered agreed. The majority of respondents answered strongly agree, which means that the quality of the baper meatball product is in accordance with what customers expect.

In the indicator of great love for the brand, there are three statements, the first statement is "I will be a loyal customer of bakso baper. A total of 40 respondents (53%) answered strongly agree, 34 respondents (46%) answered agree, 1 respondent (1%) answered disagree. The majority of respondents answered strongly agree, which means customers will be loyal to meatballs baper. The second statement is "Products in Bakso Baper are quality products. As many as 47 respondents (63%) answered strongly agree, 27 respondents (36%) answered strongly agree, 1 respondent (1%) answered disagree. The majority of respondents answered strongly agree, which means that the bapered meatball is a quality product. The third statement is "I consider the products sold at the meatball baper have a good taste compared to other meatball products, as many as 39 respondents (52%) answered agree, 36 respondents (48%) answered strongly agree. The majority of respondents answered agree, which means that customers think the product being sold has a good taste compared to other products.

In the indicator for recommending brands to others, there are three statements, the first statement is "I would suggest buying baper meatball products to friends, relatives, and family. A total of 49 respondents (65%) answered strongly agree, 24 respondents (32%) answered agree, 2 respondents (3%) answered disagree. The majority of respondents answered strongly agree, which means that customers will suggest buying baper meatball products to friends, relatives and family. The second statement is "I will say positive things about the baper meatball product to others. 51 respondents (68%) answered strongly agree, 23 respondents (31%) answered strongly agree, 1 respondent (1%) answered disagree. The majority of respondents answered strongly agree, which

means that customers will say positive things about the meatball baper product in the general public. The third statement is "I invite people around me to consume the products in bakso baper, as many as 50 respondents (67%) answered strongly agree, 23 respondents (31%) answered agree, as many as 2 (2%) answered disagree. The majority of respondents answered strongly agree, which means that customers will invite others to consume meatball baper products.

CONCLUSION

Based on the results of the research and discussion in the previous section, it can be concluded that the quality of the product after testing the hypothesis there is an influence between product quality on customer loyalty of baper meatball products. The magnitude of the influence of product quality on customer loyalty can be seen in the value of the coefficient of determination which has a value of 88%. Customer satisfaction after testing the hypothesis there is an influence between customer satisfaction on customer loyalty of baper meatball products. The magnitude of the influence of customer satisfaction on customer loyalty can be seen in the coefficient of determination which has a value of 93%. The effect of product quality on customer loyalty in Baper meatballs is carried out using the t test, the results show that the t value is $87.228 > t$ table with a significant value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted, meaning that there is a significant effect. variable product quality on customer loyalty. Based on these data, the hypothesis proposed that there is a significant effect of Product Quality on Customer Loyalty at Bakso Baper in Gowa Regency, can be verified.

BIBLIOGRAPHY

- Alma, Buchory., dan Saladin, Djaslim. 2010. *Manajemen Pemasaran* : Ringkasan Praktis,
- Teori, Aplikasi Dan Tanya Jawab. Bandung : CV. Linda Karya.
- Amstrong, Kotler 2015, "Marketing an Introducing Prentice Hall twelfth edition", England : Pearson Education, Inc
- Arikunto,S. 2009. "Manajemen Penelitian". Jakarta : Rineka Cipta
- Djaslim Saladin. 2002. *Manajemen Pemasaran*, PT. Linda Karya Bandung
- Dr. Sudaryono. 2016. *Manajemen Pemasaran: Teori dan Implementasi*, Banten: Penerbit
- Andi
- Fandy Tjiptono. 2006. "Manajemen Jasa". Edisi Pertama. Yogyakarta : Andi

- Fandy Tjiptono. 2010. *Strategi Pemasaran* (Edisi 3). Andi. Yogyakarta.
- Griffin, Jill 2005. Customer Loyalty, *Menumbuhkan dan Memperthankan Kesetiaan Pelanggan*. Penerbit: Erlangga, Jakarta.
- Kotler, dan Keller 2012. *Manajemen Pemasaran*. Edisi 12. Jakarta:Erlangga
- Priansa. 2017. *Perilaku Konsumen dalam Persaingan Bisnis Konteemporer*. Bandung: Penerbit Alfabeta
- Robinette, Scott. 2001 “*Emotion Marketing*”. Jakarta :Mc. Grow Hill Book Company
- Sangadji, E.M, dan Sophia 2013, “*Perilaku Konsumen*”. Yogyakarta: Penerbit Andi.
- Sugiyono. 2013. “*Metode Penelitian Pendidikan*”. Bandung: Penerbit ALFABETA
- Tjiptono, Fandy. 2008 “*Strategi Pemasaran*”. Yogyakarta : Andi
- Tjiptono, Fandy, 2008, *Strategi Pemasaran*, Edisi 3, ANDI: Yogyakarta
- Yamit, Zulian. 2005. *Manajemen Kualitas Produk dan Jasa*. Edisi Pertama, Cetakan Keempat, Penerbit Ekonisia, Kampus Fakultas Ekonomi UII Yogyakarta.