

The Effect of Product Quality and Service Quality on Purchase Decisions that Impact on Consumer Satisfaction at Deolin.Co-Chocolate & Cookies In Bandung City

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ABSTRACT

This study aims to determine the effect of product quality and service quality on purchasing decisions that have an impact on consumer satisfaction at Deolin.co-Chocolate & Cookies in Bandung. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that product quality has a significant effect on purchasing decisions by 34.9%, hypothesis testing obtained a significance of $0.000 < 0.05$. Service quality has a significant effect on purchasing decisions by 45.0%, hypothesis testing obtained a significance of $0.000 < 0.05$. Product quality and service quality simultaneously have a significant effect on purchasing decisions by 51.2%, hypothesis testing obtained a significance of $0.000 < 0.05$. Purchasing decisions have a significant effect on consumer satisfaction by 31.3%, hypothesis testing obtained a significance of $0.000 < 0.05$.

Keywords: Product Quality; Service Quality; Purchase Decision; Consumer Satisfaction

INTRODUCTION

In marketing management, of course, there are ways to market products so that sales can increase so as to generate the expected profit or profit (Friedman, 2017; Kartikasari & Merianti, 2016; Nawawi, 2012; Susanti et al., 2020). Likewise, in the food industry, such as chocolate, the food industry must be able to offer products that can satisfy consumer wants or needs (Bennett et al., 2019; Hansen, 2005; Istanti et al., 2020; Kanten & Darma, 2017).

The chocolate industry as the main raw material is currently growing rapidly where industrial business players and Micro, Small and Medium Enterprises (MSMEs) see a fairly high market share and a high demand for chocolate products in various types of processed foods. This development did not escape the intervention of the government to advance all players in the manufacturing industry and MSMEs, both in the supply sector and in the

distribution sector. Including helping to maximize production capacity without violating existing standards.

Deolin.co-Chocolate & Cookies in Bandung is a private company established to produce cake mixes for households. Understanding the needs of our consumers and being committed to meeting them will always be at the forefront of our minds. Therefore, setting high standards for our products and services and the way we manage our business should never be compromised. Deolin.co-Chocolate & Cookies as a product category company for bakery and pastry raw materials, continues to be committed to establishing close relationships and giving positive meaning to its consumers.

In general, companies engaged in the field of food raw materials if the sales volume of the products produced is low or decreases low, the profits from the products sold will also be low. This has a directly proportional relationship between the sales volume of a product that is sold and the income of a company.

The conditions related to sales above illustrate that Deolin.co-Chocolate & Cookies in Bandung City must improve sales conditions by paying attention to the quality of the products produced, considering that consumers are very concerned with the quality of chicken which will be used as a commodity for raw materials or consumption from their business.

Product quality is considered by consumers, this can be seen from the scales, fat loss, as well as product safety and halalness. However, food products such as chocolate have their own advantages according to consumer tastes, and for cafes or restaurants they can be used as subscriptions to buy. Thus the quality of the product is one of the factors that consumers consider before buying a product.

According to (Kotler et al., 2016) anything that can be offered to the market for attention, purchase, use, or consumption that can satisfy a want or need. In the development of its business is to achieve the goal of creating and retaining consumers. Principles and methods of determining the quality of raw materials Quality Control is applied.

Deolin.co-Chocolate & Cookies as a company that always maintains customer satisfaction must always produce chocolate products that contain good nutrition and protein and are suitable for consumption so that sales volume always increases. One of the efforts made by the company to maintain the quality or quality of its products is the application of SOPs for all stages of the production process. This is done to maintain the consistency of the quality of the products produced so that they are in accordance with market needs. However, from the results of empirical data collection, there are still things that are related to product standards that are not carried out by the company. The products produced by Deolin.co-Chocolate & Cookies in Bandung City have product quality standards for each product. In an effort to improve service, the company has a service standard by providing the best service, thus creating an impression of excellence.

The real condition of the services provided by the company at this time from the results of the pre-research that the author did, several problems were found as shown in the table above, showing that there are still many consumers who do not get proper treatment. This can result in decreased buying interest from consumers, and that means reducing the profits to be achieved by the company. The high level of competition is reflected in the increasing sensitivity of consumer demands to factors that can provide satisfaction or reduce the risk of failure in business. So far, the company's performance evaluation to build customer satisfaction is still lacking. This will eventually also have the result of dissatisfied consumers. Creating consumer loyalty only through handling consumer complaints, especially with products, services and delivery delays is still lacking.

In building a business the most important thing is customer satisfaction. If a consumer is satisfied with the products being sold, they will become loyal consumers and will recommend

our products to others. Based on the above background, the researcher is interested in drawing the title "The Effect of Product Quality and Service Quality on Purchase Decisions That Have an Impact on Consumer Satisfaction at Deolin.co-Chocolate & Cookies in Bandung City.

METHOD

The population in this study amounted to 96 respondents Deolin.co-Chocolate & Cookies in the city of Bandung. The sampling technique in this study is a saturated sample, where all members of the population are used as samples. Thus the sample in this study amounted to 96 respondents. The type of research used is associative, where the aim is to find out the relationship between. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing (Creswell, 1999, 2010; Creswell & Clark, 2017; Creswell & Creswell, 2017; John W Creswell, 2013).

RESULT AND DISCUSSION

Instrument Test Results

From the test results, it was obtained that all questionnaire items on the product quality variable obtained a 2-tailed significance value of $0.000 < 0.05$, thus the instrument was declared valid. From the test results, it was obtained that all questionnaire items on the service quality variable obtained a 2-tailed significance value of $0.000 < 0.05$, thus the instrument was declared valid. From the test results, it was obtained that all questionnaire items for purchasing decision variables obtained a 2-tailed significance value of $0.000 < 0.05$, thus the instrument was declared valid. From the results of reliability testing, the following results were obtained:

Table 1
Reliability Test Results

Variable	Cronbach's Alpha	Standard Crisis Alpha	Description
Product Quality (X1)	0,624	0,600	Reliable
Service Quality (X2)	0,636	0,600	Reliable
Purchase Decision (Y)	0,619	0,600	Reliable
Consumer Satisfaction (Z)	0,627	0,600	Reliable

Based on the test results above, the overall product quality (X1), service quality (X2), purchasing decisions (Y) and consumer satisfaction (Z) variables obtained Cronbach alpha values greater than 0.600. Thus it is declared reliable.

Descriptive Analysis

In this test, it is used to determine the minimum and maximum scores, the highest score, the rating score and the standard deviation of each variable. The results are as follows:

Table 2
Results of Descriptive Statistics Analisis Analisis

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Product quality (X1)	96	30	46	37.94	3.735
Service quality (X2)	96	31	46	38.02	3.421
Buying decision (Y)	96	32	46	38.94	3.371
Consumer Satisfaction (Z)	96	31	50	39.23	3.620
Valid N (listwise)	96				

Product quality obtained a minimum variance of 30 and a maximum variance of 46 with a rating score of 3,794 with a standard deviation of 3,735. Service quality obtained a minimum variance of 31 and a maximum variance of 46 with a rating score of 3,802 with a standard deviation of 3,421. Buying decision obtained a minimum variance of 32 and a maximum variance of 46 with a rating score of 3.894 with a standard deviation of 3.371. Consumer Satisfaction obtained a minimum variance of 31 and a maximum variance of 50 with a rating score of 3,923 with a standard deviation of 3,620.

Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 3
Multiple Linear Regression Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	9.945	2.945		3.377	.001
Product quality (X1)	.276	.080	.305	3.444	.001
Service quality (X2)	.488	.087	.495	5.584	.000

Based on the test results in the table above, the regression equation $Y = 9.945 + 0.276X1 + 0.488X2$. From this equation, it is explained as follows: 1) A constant of 9.945 means that if there is no Product quality and Service quality, then there is a Buying decision value of 9.945 points. 2) Product quality regression coefficient is 0.276, this number is positive, meaning that every time there is an increase in Product quality of 0.276 points, the buying decision will also increase by 0.276 points. 3) Service quality regression coefficient is 0.488, this number is positive, meaning that every time there is an increase in Service quality of 0.488 points, the Buying decision will also increase by 0.488 points.

Simultaneous Hypothesis Testing (F Test)

Simultaneous hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. Third hypothesis: There is a significant effect between Product quality and Service quality on Buying decision.

Table 4
Result of Simultaneous Product Quality and Service Quality Hypothesis Testing Against Buying Decision

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553.156	2	276.578	48.857	.000 ^b
	Residual	526.469	93	5.661		
	Total	1079.625	95			

a. Dependent Variable: Buying decision (Y)

b. Predictors: (Constant), Service quality (X2), Product quality (X1)

Based on the test results in the table above, the calculated F value > F table or (48.857 > 2,700), thus the fourth hypothesis proposed that there is a significant influence between product quality and service quality simultaneously on buying decision is accepted.

Discussion

Product quality has a significant effect on purchasing decisions with a coefficient of determination of 34.9%. Testing the hypothesis obtained the value of t arithmetic > t table or (7.097 > 1.986). Thus the hypothesis proposed that there is a significant effect between product quality on purchasing decisions is accepted. Service quality has a significant effect on purchasing decisions with a coefficient of determination of 45.0%. Testing the hypothesis obtained the value of t arithmetic > t table or (8.773 > 1.986). Thus the hypothesis proposed that there is a significant effect between service quality on purchasing decisions is accepted. Product quality and service quality have a significant effect on purchasing decisions with the regression equation $Y = 9.945 + 0.276X_1 + 0.488X_2$, with a coefficient of determination of 51.2% while the remaining 48.8% is influenced by other factors. Testing the hypothesis obtained the calculated F value > F table or (48.857 > 2,700). Thus the hypothesis proposed that there is a significant effect between product quality and service quality simultaneously on purchasing decisions is accepted. Purchase decisions have a significant effect on consumer satisfaction with a coefficient of determination of 31.3%. Testing the hypothesis obtained the value of t arithmetic > t table or (6.541 > 1.986). Thus the hypothesis proposed that there is a significant effect between purchasing decisions on consumer satisfaction is accepted.

CONCLUSION

Product quality has a significant effect on purchasing decisions with an influence contribution of 34.9% and hypothesis testing is obtained by the value of t count > t table or (7.097 > 1.986). Service quality has a significant effect on purchasing decisions with an influence contribution of 45.0% and hypothesis testing is obtained by the value of t count > t table or (8.773 > 1.986). Product quality and service quality simultaneously have a significant effect on purchasing decisions with a contribution of 51.2% influence while the remaining 48.8% is influenced by other factors. Hypothesis testing is obtained by the calculated F value > F table or (48.857 > 2,700). Purchase decisions have a significant effect on consumer satisfaction with a contribution of 31.3% influence. Hypothesis test obtained value of t count > t table or (6.541 > 1.986).

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