BLACK COFFEE SHOP CUSTOMER SATISFACTION BASED ON PRODUCT QUALITY AND SERVICE

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Abstract: *This research was conducted with the aim of knowing the level of customer satisfaction at the Black Coffee Shop business in the city of Banda Aceh. This research was conducted using a quantitative approach with descriptive methods. The sampling technique was simple random sampling, where each sample was taken randomly without looking at the strata. By using the Slovin formula, the number of samples in this study was 80 consumers. Analysis of research data using multiple linear regression analysis model which is used to see the effect between product quality and service variables (independent variables) on customer satisfaction (dependent variable). The results of the partial calculation of the variable product quality and service quality have a positive and significant effect on customer satisfaction. Between product quality and service quality, the more dominant quality is product quality. The results of the calculation of the coefficient of determination show that the variables of product quality and service quality can explain the change in customer satisfaction by 62.9%, while the remaining 37.1% is influenced by other factors not discussed in this study.*

Keywords: *Product Quality, Service Quality, Customer Satisfaction*

KEPUASAN PELANGGAN BLACK COFFEE SHOP BERDASARKAN KUALITAS DAN PELAYANAN PRODUK

Abstrak: Penelitian ini dilakukan dengan tujuan untuk mengetahui tingkat kepuasan konsumen pada usaha Black Coffee Shop di Kota Banda Aceh. Penelitian ini dilakukan menggunakan pendekatan kuantitatif dengan metode deskriptif. Teknik Pengambilan sampel dengan cara simple random sampling dimana setiap pengambilan sampel dilakukan secara acak tanpa melihat strata. Dengan menggunakan rumus Slovin diperoleh jumlah sampel pada penelitian ini sebanyak 80 konsumen. Analisis data penelitian dengan menggunakan model analisis regresi linear berganda yang digunakan untuk melihat pengaruh antara variabel kualitas produk dan pelayanan (variabel independen) terhadap kepuasan konsumen (variabel dependen). Hasil perhitungan secara parsial dari variabel kualitas produk dan kualitas pelayanan terdapat pengaruh positif dan signifikan terhadap kepuasan konsumen. Antara kualitas produk dan kualitas pelayanan, kualitas yang lebih dominan ialah kualitas produk. Hasil perhitungan koefisien determinansi menunjukkan bahwa variabel kualitas produk dan kualitas pelayanan secara bersama-sama dapat menjelaskan perubahan kepuasan konsumen sebesar 62,9% sedangkan sisanya 37,1% dipengaruhi oleh faktor lain yang tidak dibahas dalam penelitian ini.

Kata kunci: Kualitas Produk, Kualitas Pelayanan, Kepuasan Konsumen

INTRODUCTION

The progress of the times is closely related to the growing development of the business world and the industrial world. To advance a nation, entrepreneurs are needed who can grow the economy of a country and create jobs for the unemployed (Mustofa et al., 2018: 349). The market is vast and opportunities are everywhere. On the other hand, with the growing business that exists today, the competition is getting tighter and it is more difficult to predict. Conditions like this can also trigger an entrepreneur to be able to create a product that has superior value and is more competitive for his business to be able to compete in the business world. That way, it must be able to create superior value

products with uniqueness such as differences with other product results, because if a company wants to develop a product and wants to build product excellence it must be able to provide product quality, service quality, or goods and services. good for consumers, in order to satisfy consumers. Tjiptono (2019: 45) states that customer satisfaction is a key element in modern marketing thinking and practices. Competition can be won if the company is able to create and retain customers. The key lies in the ability to understand consumer behavior, then utilize that understanding in designing, communicating, and delivering marketing programs more effectively than competitors. The challenge is that consumer behavior is dynamic and influenced by various factors, both internal and external. So customer satisfaction is an assessment of each consumer by comparing the existing conditions with the expected conditions.

Nowadays, ready-to-eat businesses have appeared everywhere. Like the one in Banda Aceh, a businessman who is still young but with his own thoughts and creativity is able to create valuable products. That way, he has been able to enter the real world of business. However, it does not rule out that a young entrepreneur must think about a lot to continue to think critically and be able to create more things than before, in order to progress the business being built. The emergence of various coffee shops or cafes in Banda Aceh shows that the culinary business can be accepted by the community as the right choice. Consumers who choose a coffee shop or cafe as a culinary dining place not only show the quality of the food or drink but also the superior service quality. Therefore, managers must provide the right quality of products and services in order to compete with other coffee shops and cafes.

To be able to survive in the midst of competition for stalls or cafes, we must create a consumer-oriented marketing strategy. like the Black Coffee Shop, although it is only a relatively new business, but its thinking about business is very interesting, there are always different things such as food and drinks that are currently popular. The product is one of the important outputs of the company, because without the product, the company cannot do anything from its business. Consumers will buy products if the product is suitable according to consumers, therefore a product must be tailored to the wishes or needs of consumers. As with service, service is also needed in doing business just as products and services are united, because without good service consumers will not be comfortable and satisfied. Tjiptono (2015: 59) argues that service quality is a level of excellence that is expected to fulfill consumer desires. So, service quality is very important in a business, because good service quality will make consumers more interested and also used as a choice by consumers.

LITERATURE REVIEW

Product quality is the overall quality or characteristics and characteristics of food and beverages offered to consumers that affect its ability to meet needs and also provide satisfaction to consumers. According to Tjiptono (2015: 134) product quality has five dimensions as follows: features, packaging, brand, quality and appearance. Meanwhile, service quality is a level of service provided to meet consumer needs and satisfaction. Service quality is closely related to customer / consumer satisfaction. The quality of service provides a special impetus for customers to form a mutually beneficial long-term emotional bond with the company. This kind of emotional bonding allows the company to understand carefully the expectations and specific needs of the customer. The five main dimensions of service quality are: reliability, responsiveness, assurance, empathy and physical evidence (Tjiptono, 2015: 137). Consumer satisfaction is a condition where consumer expectations for

a product or service are in accordance with the conditions it receives. Consumers who are satisfied will tend to return to buying products or food that are being traded and will give a good assessment of the business. In essence, the service is aimed at optimizing consumer satisfaction, both internally and externally. Because all marketing management will certainly perform services with the same orientation, namely by optimizing customer satisfaction. That way, to improve the service system towards consumer satisfaction from time to time, it must stabilize the service, solely for the sake of increasing consumer satisfaction in accordance with the original goals of the producer. Research results Himawan et al. (2016) explain that there is a positive and significant influence on product quality, service quality, and location on consumer purchasing decisions at the Bakso ajeng chicken noodle shop in Karanganyar. Furthermore, the research results of Purnawati et al. (2016) show that there is a positive and significant influence on service quality and location on purchasing decisions with price as a moderating variable in the Andhika Nusukan minimarket. And the research of Nofitasari, et al. (2016) shows that there is an effect of facilities, service quality and price on consumer satisfaction.

RESEARCH METHODS

This research approach is descriptive quantitative. According to Hartati (2019:61) the use of quantitative research with valid and reliable instruments as well as appropriate and appropriate statistical analysis causes the research results achieved do not deviate from the actual conditions. The population and sample in this study are Black Coffee Shop consumers. According to Imron (2019:21) interpreting the population as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.The sampling technique was simple random sampling, where each sample was taken randomly without looking at the strata. The average customer who visits every day is 100 consumers. By using the Slovin formula, the number of samples in this study was 80 customers. The data analysis of this research is multiple linear regression analysis used to see the effect of the variable product quality and service quality (independent variable) on customer satisfaction (dependent variable).

RESULTS AND DISCUSSION

Multiple linear regression analysis was used to see the effect of two independent variables in this study, namely product quality (X_1) and service quality (X_2) on the dependent variable, namely customer satisfaction (Y). The results of the multiple linear regression test in this study can be seen in the following table:

Table 1. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.432	4.024		5.911	.000
	product quality	.596	.027	.735	3.387	.000
	customer satisfaction	.365	.019	.381	2.163	.000

Based on table 1, the results of processed data can be seen in the regression equation as follows: Y = 12.432 + 0.596(X_1) + 0.365(X_2) + e. The regression model can be explained by the product quality variable regression coefficient value of 0.596. In the service quality variable, the regression coefficient value is 0.365. In general, the regression results show that the positive direction of product quality and service quality will be followed by an increase in customer satisfaction. The results of the t-test analysis for the product quality variable with a t-count value of 3.387> t-table of 1.644. The significance value for the product quality variable is 0.000 <α = 5%. This shows that the variable product quality has a significant effect on customer satisfaction. The results of the t-test analysis for the service quality variable with the t-count value of 2.163> t-table of 1.644. The significance value for the service quality variable is 0.000 <α = 5%. This shows that the variable service quality has a significant effect on customer satisfaction. The coefficient of determination is used to see changes in the dependent variable caused by the independent variable. The coefficient of determination is also used to measure the extent to which the independent variable is able to explain the dependent variable. The coefficient of determination is denoted by R square or R^2. The R Square value can be seen in the table below:

Tabel 2. Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786[a]	.629	.626	2.763

Based on table 2, the results of the calculations performed show that the R square obtained in this study is 0.629 or 62.9%. This means that the variable product quality and service quality is able to explain the variable customer satisfaction by 62.9%, while 37.1% is explained by other variables outside the analysis. Existing consumer satisfaction is caused by product quality and service quality. The product quality includes features, packaging, brand, quality and appearance. As for service quality, namely reliability, responsiveness, assurance, empathy and physical evidence. The theory put forward by Tjiptono (2019: 231) product quality is an objective understanding of the producer of something that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, according to organizational competence and capacity as well as market purchasing power. In addition, products can also be defined as consumer perceptions that are described by producers through their production or operations. This evidence is also corroborated by the results of multiple linear regression analysis if the product quality variable shows a positive value which means that product quality has a positive effect on consumer satisfaction. The next quality that affects customer satisfaction is the quality of service which consists of reliability, responsiveness, assurance, empathy and physical evidence. The service quality variable has a positive value which means that service quality has a positive effect on customer satisfaction.

CONCLUSION

From the results of testing and discussion of the results of research that has been done regarding product quality and service quality on customer satisfaction, it can be concluded that:

1. The partial calculation results of each variable, product quality and service quality have a positive and significant effect on customer satisfaction. Between product quality and service quality, the

more dominant quality is product quality.

2. The results of the calculation of the coefficient of determination show that the variables of product quality and service quality together can explain the change in customer satisfaction by 62.9% while the remaining 37.1% is influenced by other factors not discussed in this study.

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