

## THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AT PT. DELAMIBRANDS KHARISMA BUSANA

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### ABSTRACT

The purpose of this study was to determine the effect of product quality and service quality on consumer satisfaction at PT. Delamibrands Kharisma Busana. The population in this research is the consumers of PT. Delamibrands Kharisma Busana which numbered 127 respondents while the technique of determining by accidental sampling with the Slovin formula approach with an error rate of 10%. So that the sample in this study amounted to 56 respondents. The data sources in this study are from primary data and secondary data. Where is the primary data from observations, interviews and questionnaires. While secondary data can be from data that has been documented. While the data analysis technique used is multiple linear regression analysis. The results of the regression analysis are  $Y = 4,926 + 0,228X_1 + 0,296X_2 + e$  which shows that product quality and service quality have a positive and significant effect on customer satisfaction. Whereas the results of the test (t) or partial test show that the product quality has a positive and significant effect on customer satisfaction where it can be seen the value of  $t_{arithmetical} 3.140 > t_{table} 2.006$  and the variable service quality also has a positive and significant effect on customer satisfaction where it can be seen the t value of  $3,969 > t_{table} 2,006$ . The results of the coefficient of determination with a correlation regression value of 0.851 means that together the quality of the product and the quality of service to customer satisfaction PT. Delamibrands Kharisma Busana has contributed to a close and positive level. Where the value (R<sup>2</sup>) of 0.713 (71,3%). So it can be said that 72.4% of the dependent variable variations namely product quality and service quality in the model can explain the variable customer satisfaction at PT. Delamibrands Kharisma Busana while the remaining 28,7% is influenced by other variables outside the model. The other variables that affect consumer satisfaction are the promotional mix, brand image and so on.

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### 1. INTRODUCTION

PT. Delamibrands Kharisma Busana is a retail company that sells all kinds of clothing for adult men, women, teenagers and children. The high number of competition with other companies, requires the management of PT. Delamibrands Kharisma Busana to continuously improve the performance of its employees.

Facing competition with other companies PT. Delamibrands Kharisma Busana continues to respond to changes in the business environment and consumer tastes. Adjustments to a number of policies and regulations continue to be made to improve employee performance. In addition, the management of employee performance measurement is also carried out as an evaluation material in determining a number of strategic steps in improving the company's strategy.

Having employees with good performance will certainly be able to give a sense of satisfaction to every customer who comes and shop at PT. Delamibrands Kharisma Clothing. Every employee is expected to be able to provide satisfaction value to every visitor and customer who comes to the company. Because it can be understood together that the sense of job satisfaction that exists in consumers will change from time to time. However, the quality of service that has been provided so far can be said to be perfect. Based on the observations made by the researchers that so far there are still many consumers who complain

about the quality of products and services that exist at PT. Delamibrands Kharisma Busana. The following are consumer complaints during 2019 as follows:

Table 1 Consumer Complaint List

Month	Number Of Complaints (People)
January	11
February	12
March	14
April	16
Mey	21
Juny	22
July	23
Agust	27
September	31
October	32
November	35
December	37

Source: Personnel of PT. Delamibrands Kharisma Clothing (2020)

Based on the table above, it shows that the highest number of complaints occurred in December of 37 complaints while the lowest number of complaints was in January of 11 complaints. So far, consumer complaints are related to product quality, namely the product they are looking for is not available, the product ordered by consumers is wrong with other consumers. Furthermore, the quality of service that has existed so far is that employees lack good empathy for consumers, employees' answers to consumer complaints are convoluted. If this continues to happen then PT. Delamibrands Kharisma Busana will find it difficult to achieve the company's goals.

## 2. LITERATURE REVIEW

### Consumer Satisfaction

According to Tjiptono (2012:146): Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations. Meanwhile, according to Sangaji and Sopiah (2013: 180): Consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real or actual product performance and the expected product performance. Then according to Yuri and Rahmat (2013: 105): Satisfaction is the relative value of each consumer to a product depending on the perceived performance of the product in presenting relative value to consumer expectations or expectations.

Based on the theoretical description above, it can be concluded that customer satisfaction basically includes the difference between expectations and performance or results perceived by consumers. This consumer satisfaction is very important to be considered by the company because it is directly related to the success of marketing and selling the company's products. According to Tjiptono (2012:159): the factors that influence consumer satisfaction are as follows:

1. Internal factors, namely factors found in consumers who receive services from companies consisting of: employees who are rude, rubber hours, errors in recording transactions and so on. This factor makes the company can make improvement efforts from within the organization. This is what makes organizations and companies continue to improve in creating a sense of satisfaction expected by consumers.
2. External factors, namely factors that exist outside of consumers or consumers consisting of: weather, disturbances to public infrastructure, criminal acts and so on. For consumers who feel a sense of dissatisfaction, there are several things that they might be able to do, for example, do nothing, remain silent, do not complain, make complaints, but inside they will not buy or make transactions at that place. On external factors, an organization or company cannot fix all existing problems, because essentially external factors are beyond the reach of the company. This makes a signal for the company that in formulating a policy, it must also pay attention to external factors that surround the company.

### Consumer Satisfaction Indicator

According to Hawkins and Lonney in Tjiptono (2012: 101) the indicators forming consumer satisfaction consist of:

1. Conformity of Expectations

Is the level of conformity between the performance of services expected by consumers with those felt by consumers.

2. Interest in Revisiting

It is a consumer's willingness to visit again or re-use related services.

3. Willingness to Recommend

It is the willingness of consumers to recommend services that have been felt to friends or family.

### Product Quality

According to Buchari (2013:139) a product is a set of attributes, both tangible and intangible, including the issue of color, price, the good name of the factory, the good name of the store that sells (retailer), and factory services and retailer services, which are accepted by the buyer to satisfy the customer. his wish. Meanwhile, according to Daryanto (2011: 49): "A product is anything that can be offered to the market for attention, purchased and used or consumed and that can satisfy wants and needs".

Then according to Kotler and Keller (2012: 4): "A product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information and ideas". Based on some of the definitions above, it is known that product quality is a set of attributes which includes all product identities that can be offered to the market for attention and then owned, used or consumed to satisfy consumer wants and needs. The product is one of the main or most needed components in a transaction in the market

### Product Quality Indicator

According to Kotler and Armstrong (2010:27) the product has the following indicators:

1. Appearance

Product display is a series of efforts to study and plan functional, ergonomic and aesthetic wearable objects so that they become more valuable and useful for users (consumers). Usually products that have been designed will be mass produced industrially. Therefore sometimes this field of study is also referred to as industrial design.

2. Taste

Individual behavior can be classified as consumptive if he has more goods because of status considerations. Humans get things to own them. Consumptive relates to aspects of taste. Taste is a binding medium, each group competes in the symbolic use of goods.

3. Taste

Good taste or comfort for a product or service is also a consideration for consumers in making purchasing decisions. Products or services with a good taste and comfort will be the choice of consumers to be consumed in meeting their needs and desires.

4. Texture

Texture can be interpreted as a property of a material or product that can be felt by touching the skin or tasting. Several texture properties can also be estimated by using one eye (blinking) such as the smoothness or hardness of the surface of the material or the viscosity of the liquid

5. Different

Products or services that have differentiation value are advantages over existing products or services in the market. Companies must continue to find the value of differences between the products it produces and those of its competitors.

### Service Quality

According to Tjiptono in Sunyoto (2012: 57) "Quality is: "a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations". Meanwhile, according to Yuri and Rahmat (2013:12) Service quality is everything that affects their needs. Consumer tastes for goods are always changing and tend to increase. This certainly affects consumer expectations of the products they need, namely good quality. Then according to Kotler and Keller (2012:274) Service can

*The Effect Of Product Quality And Service Quality On Consumer Satisfaction At PT. Delamibrands Kharisma Busana. Maduma Sari Sagala, et.al*

be defined as an action or performance given by someone to another person. Services or better known as service can be classified into 1) High contact service, namely the classification of services where the contact between consumers and service providers is very high, consumers are always involved in the process of these services. 2) Low contact service, namely the classification of services where the contact between consumers and service providers is not too high. Physical contact with consumers that only occurs at the front desk is included in the classification of low contact service. An example is a financial institution.

From the above understanding, it can be concluded that service quality is an activity or act of interaction between the giver and the recipient of the services/services offered by the giver in an intangible manner so that it cannot be felt physically.

### Service Quality Indicator

According to Zeithaml, Parasuraman & Berry in Tjiptono (2012:78) service quality indicators lie in 5 dimensions of service quality, namely:

1. Physical evidence (tangible)

Tangible is direct evidence that can be shown or given by banks in providing a sense of satisfaction to customers. So the dimensions of tangible are: buildings, bank equipment and location.

2. Reliability

Reliability is the ability of banks to provide services as promised accurately and reliably. Reliability is a process of providing services with appropriate capabilities and satisfying customers, so that the dimension of reliability is timely service.

3. Responsiveness

Responsiveness is a sense of desire of banking employees in helping customers in providing the services needed by customers, so that the dimensions of responsiveness can be: The desire of banking employees to help consumers and provide responsive service.

4. Assurance

Assurance is the ability of employees to have the ability, courtesy, knowledge and a trustworthy attitude. So the dimensions of assurance are: Knowledge, ability and courtesy of banking employees.

5. Empathy

Empathy is the attitude of employees in providing personal attention, understanding customer complaints, so that the dimensions of empathy are: banking employees' attention to customers and understanding consumer needs.

### 3. METHOD

The type in this research is quantitative research. According to Sugiyono (2012:15): "The quantitative method is a scientific/scientific method because it has met the rules, namely concrete/empirical, objective, measurable, rational, and systematic".

As for the population in the study, namely the average consumer visits each year at PT. Delamibrands Kharisma Busana in 2019 is estimated to have 127 consumers. According to Sugiyono (2009: 215): The sample is part of the population ". In this study, the sampling technique was non-probability sampling by accidental sampling. According to Sugiyono (2012: 85), Accidental Sampling is a sampling technique based on coincidence, namely consumers who coincidentally/incidentally meet with researchers can be used as samples, if it is seen that the person who happened to be met is suitable as a data source. The sampling method using the Slovin formula is as follows:

$$n = \frac{N}{1 + (N(e)^2)}$$

n = sampel size

N = population size

e = mistake level

The error rate is set at 10%.

The following is the calculation of the sample size:

$$n = \frac{127}{1 + (127 \times 0.1^2)}$$

$$n = \frac{127}{1 + 1,27}$$

$$n = \frac{127}{2,27}$$

n = 55,9 fulfilled to 56 respondents. So that the sample in this study is 56 respondents.

Collecting data in this study researchers used data sources and secondary. The methodology used in this research, namely Observation, Interview (Interview), Questionnaire/Questionnaire and Documentation.

#### 4. RESULTS AND DISCUSSION

##### A general description of the company

PT. Delamibrands Kharisma Busana is a company engaged in manufacturing. The products produced include retail garment goods such as apparel such as shirts, pants, jackets, and others. Delami was founded in 1979 by Johanes Farial at that time Delami had 15 sewing machines with 30 customers. The first product to be produced was a men's shirt with the "WOOD" brand. Delami is very concerned about the quality of its products so that "WOOD" has become one of the top garment brands in Indonesia. In 1987 PT. Delamibrands Kharisma Busana entered the international market for the first time by exporting to America and Japan. By maintaining the quality of its production in 1990 Delami began to enter the European market with various well-known brands such as Eddie Bauer, Nike, Marks and Spencer, and The North Face. In 1994 Delami expanded its factory land from the original 3 hectares to 5 hectares to accommodate the company's growth. Delami is growing and growing rapidly by producing various other brands such as The Executive, Wrangler, Etcetera and others. In 2006 because at that time the trend in the domestic market was developing factory outlets so Delami opened the first factory outlet located in Bandung factory, the outlet was named "Badjoe Factory". Company vision : PT. Delamibrands Kharisma Busana is to be a fashion market leader that sells high quality and high quality products the best value with maximum service, and the company mission of PT. Delamibrands Kharisma Clothing is always striving to be innovative and up to date in terms of technology by continuously and systematically updating equipment to maintain high quality standards.

##### Validity test

###### 1. Product Quality Variable (X1)

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2009:45). To measure the validity can be done by doing a correlation between the score of the statement item with the total score of the construct or variable. The results of the validity test of the product quality variable (X1), the value of the validity of the statement for all is valid because all of them are greater than r tables ( $n-2 = 56-2 = 54 = 0.263$ ). So it can be concluded that all statement items from product quality variables are declared valid and can be used in further research.

###### 2. Service Quality Variable (X2)

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2009:45). To measure the validity can be done by doing a correlation between item scores statement with the total score of the construct or variable. The results of the validity test of the Service Quality variable (X2), the value of the validity of the statement for the completeness of service quality is entirely valid because all of them are greater than rtable ( $n-2 = 56-2 = 54 = 0.263$ ). So it can be concluded that all statement items from the completeness of service quality are declared valid and can be used in further research.

###### 3. Consumer Satisfaction Variable (Y)

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2009:45). To measure the validity can be done by doing a correlation between the score of the statement item with the total score of the construct or variable. The results of the validity test of the Consumer Satisfaction variable (Y), the value of the validity of the statement for consumer

satisfaction is entirely valid because the validity value is greater than r table ( $n-2=56-2=54=0,263$ ). So it can be concluded that all statement items from consumer satisfaction are declared valid and can be used in further research.

### Reliability Test

Validity and reliability tests were carried out to test whether the questionnaire was suitable to be used as a research instrument or not. Valid means that the data obtained through the questionnaire can answer the research objectives. Reliable means that the data obtained through the questionnaire results are consistent when used for this study. The results of the reliability test in this study are as follows

Tabel 2 Consumer Reliability Test Result

Product Quality	0.92
Service Quality	0.927
Consumer Satisfaction	0.859

Sourch: Data processed with SPSS Version 20

Based on table 2 above, it is known that the Cronbach Alpha value for the variables of Product Quality, Service Quality and Customer Satisfaction are all greater than alpha 0.6. So it can be stated that the two variables, namely product quality, service quality and customer satisfaction are reliable.

### Respondents Overview

#### Characteristics Of Respondents By Gender

General description of respondents in this study are consumers at PT. Delamibrands Kharisma Busana while the procedure and asked to fill out a questionnaire. Characteristics of respondents by gender, can be seen in the following table:

Table 3 Characteristics of Respondents by Gender

Gender	Total (people)	(%)
Man	17	30%
Woman	39	70%
Total	56	100

Source: PT. Delamibrands Kharisma Clothing (2020)

Based on Table above, it can be drawn in the image below: Based on the table above shows that the respondents based on gender at PT. Delamibrands Kharisma Busana the most consumers are women, amounting to 39 people (70%) while men are 17 people (30%).

#### Characteristics of Respondents Based on Education Level

General description of respondents in this study consumers at PT. Delamibrands Kharisma Clothing. based on education level, it can be seen in Table 4 below:

Tabel 4 Characteristics of Respondents Based On Education Level

Education	Total (People)	(%)
High School	9	16%
DIPLOMA	13	23%
S1	25	45%
S2	9	16%
Jumlah	56	100%

Based on the table above, it is known that consumers with high school/vocational education are 9 people or (16%), consumers with Diploma education are 13 consumers or (23%), consumers with S1 education are 25 people or (45%) and consumers are educated S2 amounted to 9 people or (16%).

#### Characteristics of Respondents Based on Age



General description of respondents in this study are consumers at PT. Delamibrands Kharisma Clothing. based on age, can be seen in Table 5 below:

Tabel 5 Characteristics Respondents Based On Age

<u>Age (Year)</u>	<u>Total (people)</u>	<u>(%)</u>
18-25	20	35%
26-30	10	18%
31-40	16	29%
>40	10	17%
Jumlah	56	100%

Based on the table above, it is known that consumers aged 18-25 years are 20 people (35%), consumers aged 26-30 years are 10 people (18%), consumers aged 31-40 are 19 people (29%) and consumers aged > 40 years amounted to 11 people (17%).

## Statistical Test Results

### Multiple Linear Regression Analysis

The results of the regression analysis, the multiple linear regression equation in this study are:

$$Y = 4,926 + 0,228X_1 + 0,296X_2 + e$$

The results can be seen from the following information:

1. In this regression model, the listed constant value of 4.926 can be interpreted if the independent variables in the model are assumed to be equal to zero, on average the variables outside the model will still increase customer satisfaction by 4.926 one-unit or in other words if the product quality variable and the quality of service is not improved, then customer satisfaction is 4.926 units.
2. The value of the regression coefficient b1 of 0.228 in this study can be interpreted that when product quality has increased by one unit, it will increase consumer satisfaction by 0.228 units.
3. The value of the regression coefficient b2 of 0.296 in this study can be interpreted that the service quality variable (X2) is 0.296 which indicates that the quality of service has increased by one unit, it will increase customer satisfaction by 0.296 units.

## Hypothesis Testing

### Partial Test (T Test)

The results of testing the first hypothesis partially obtained the following results:

1. The significance value for the product quality variable (0.003) is smaller than that of alpha 5% (0.05) or t count = 3.140 (n-k = 56-3 = 53) > t table 2.006 Based on the results obtained, reject H0 and accept.Ha for the product quality variable. Thus, partially that the product quality variable has a positive and significant effect on consumer satisfaction at PT. Delamibrands Kharisma Busana.
2. The significance value for the service quality variable (0.000) is smaller than that of alpha 5% (0.05) or t count = 3.969 (n-k = 56-3 = 53) > t table 2.006 Based on the results obtained, reject H0 and accept.Ha for service quality variable. Thus, partially that the service quality variable has a positive and significant effect on customer satisfaction at PT. Delamibrands Kharisma Busana.

### Simultaneous Test (F Test)

The results of the F test, the results of the regression test in this study, it is known that the significance value is 0.000. Where it is required that the significance value of F is less than 5% or 0.05 or the value of Fcount = 69.309 > Ftable 3.17 (df1= k-1=3-1=2) while (df2 = n - k (56-3=53) Thus, it can be concluded that all independent variables, namely product quality and service quality, have a positive and significant effect on consumer satisfaction at PT Delamibrands Kharisma Busana.

### Coefficient Of Determination (R2)

The results of the determination test are obtained:

1. Correlation regression value of 0.851 means that jointly product quality and service quality to customer satisfaction PT. Delamibrands Kharisma Busana has contributed to a close and positive level.
2. For more than one independent variable, it is better to use adjusted R Square. Where the value (R2) is 0.713 (71.3%). So it can be said that 71.3% of the variation of the dependent variable, namely

*The Effect Of Product Quality And Service Quality On Consumer Satisfaction At PT. Delamibrands Kharisma Busana. Maduma Sari Sagala, et.al*

product quality and service quality in the model can explain the variable of customer satisfaction at PT. Delamibrands Kharisma Busana while the remaining 28.7% is influenced by other variables outside the model. The other variables that affect consumer satisfaction are the promotion mix, brand image and so on.

3. Standard Error Of The Estimated is a measure of prediction error. The Standard Error Of The Estimated is called the standard deviation. In this study, the value is 1.710. The smaller the standard deviation, the better the model.

## Discussion

### The Effect Of Product Quality On Consumer Satisfaction

This study supports the results of previous research conducted by (Ogi, 2016) with the title of research on the influence of service quality, product quality and trust on consumer satisfaction (study at PT. Fifgroup Manado Branch) with the results of research that the value of the variable Service Quality  $X_1 = 0.000 < 0.05$  means that  $H_0$  is rejected and  $H_a$  is accepted, then the Service Quality variable  $X_1$  has a significant influence on Consumer Satisfaction  $Y$ , Product Quality  $X_2 = 0.003 < 0.05$  means  $H_0$  is rejected and  $H_a$  is accepted, then the Product Quality variable  $X_2$  has a significant influence on Consumer Satisfaction  $Y$ . Furthermore, this research is also in line with the results of research (Soegoto, 2018) with the title of research on the influence of product quality, price and service quality on consumer satisfaction. at PT. Manado Water with the result that product quality ( $X_1$ ), has a significance level of  $p\text{-value} = 0.003 < 0.05$ .

While in this study the significance value for the product quality variable (0.003) is smaller than that of alpha 5% (0.05) or  $t \text{ count} = 3.140$  ( $n-k = 56-3 = 53$ )  $> t \text{ table } 2.006$  Based on the results obtained, it is rejected  $H_0$  and accept.  $H_a$  for the Product Quality variable. Thus, partially that the Product Quality variable has a positive and significant effect on Consumer Satisfaction at PT. Delamibrands Kharisma Busana.

### The Effect Of Service Quality On Consumer Satisfaction

This study supports the results of previous research conducted by (Fate and Ratih Amelia, 2018) with the research title The Effect of Service Quality, Price and Campus Image on Student Loyalty in Participating in the MGM (Member Get Member) Program Through Student Satisfaction as an Intervening Variable. the significance value for the service quality variable (0.032) is smaller than that of alpha 5% (0.05). Based on the results obtained, reject  $H_0$  and accept.  $H_a$  for the service quality variable. Thus, partially, the service quality variable has a positive and significant effect on student satisfaction at the LP3M Superior Polytechnic. The results of the study also support the results of previous research (Fate, 2017) with the title of research on the influence of service quality on customer satisfaction (Case Study at Kola Renan Bengawan Solo Pangkalan Brandan) with the results of the study, the significance value for the physical evidence variable (0.097) is greater than that of alpha 5% (0.05) or  $t \text{ count} = 1.748$  ( $n-5 = 75-5 = 70$ )  $> t \text{ table } 1.667$  Based on the results obtained then reject  $H_0$  and accept.  $H_a$  for the physical evidence variable. Thus, partially that the physical evidence variable has a positive effect on visitor satisfaction at the Bengawan Solo Brandan Swimming Pool. This means that evidence is very important in increasing visitor satisfaction in swimming pools

While in this study it is known that the significance value for the Service Quality variable (0.000) is smaller than that of alpha 5% (0.05) or  $t \text{ arithmetic} = 3.969$  ( $n-k = 56-3 = 53$ )  $> t \text{ table } 2.006$  Based on the results obtained then reject  $H_0$  and accept.  $H_a$  for the Service Quality variable. Thus, partially that the service quality variable has a positive and significant effect on consumer satisfaction at PT. Delamibrands Kharisma Busana.

### The Effect Of Product Quality And Service Quality On Consumer Satisfaction

This study supports the results of previous research conducted by (Ogi, 2016) with the title of research on the influence of service quality, product quality and trust on consumer satisfaction (Study at PT. Fifgroup Manado Branch) with the results of the study the calculated  $F$  value is 43,449. The value of  $F_{\text{table}}$  is obtained from  $V_1 = k$ ,  $V_2 = n-k-1$  so,  $V_1 = 3$ ,  $V_2 = 100-3-1 = 96 = 2,699$ . So for  $F_{\text{count}}$   $F_{\text{table}}$  that is 43,449  $>$  2,699, so the independent variable has a significant effect simultaneously on the dependent variable.

Meanwhile, in this study, it is known that the significance value is 0.000. Where it is required that the significance value of  $F$  is less than 5% or 0.05 or the value of  $F_{\text{count}} = 69.309 > F_{\text{table}} 3.20$  ( $df_1 = k-1=3-$



1=2) while ( $df_2 = n - k$  ( $56-3=53$  Thus, it can be concluded that all independent variables, namely Product Quality and Service Quality, have a positive and significant effect on Consumer Satisfaction at PT Delamibrands Kharisma Busana.

## 5. CONCLUSION

Based on the validity test of the research results, it was found that the questionnaire statement items were declared valid because the value of  $r_{count} > r_{table}$ , while the results of the reliable test showed that all questionnaire statement items were declared reliable because the Cronbach Alpha value was above the reliable limit value. Partially (one by one) the influence of the product quality variable (X1) has a positive and significant effect on consumer satisfaction (Y) where the product quality variable has a  $t_{count}$  of 3.140 from a  $t_{table}$  value of 2.006.

Partially (one by one) the influence of the service quality variable (X2) has a positive and significant effect on customer satisfaction (Y) where the variable service quality  $t_{count}$  value of 3,969 from  $t_{table}$  value of 2,006. Overall (simultaneous) the influence of product quality variables (X1), and service quality (X2) has a positive and significant effect on consumer satisfaction (Y) because the value of  $F_{count}$  is 69.309  $>$   $F_{table}$  3.17. The results of the determination obtained that product quality and service quality can show a close and positive level relationship to customer satisfaction.

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