

## ANALYSIS OF PRODUCT QUALITY AND SERVICE ON THE ACHIEVEMENT OF CUSTOMER SATISFACTION AT MACEHAT KOFFEE MEDAN

Erwin Harun<sup>1</sup>, Khamo Waruwu<sup>2</sup>, Imtihan<sup>3</sup>, Elyani<sup>4</sup>, Juliana<sup>5</sup>

<sup>1</sup> Akademi Perniagaan Dan Perusahaan APIPSU Medan, <sup>2,4,5</sup> Universitas Tjut Nyak Dhien, <sup>3</sup> Universitas Nahdlatul Ulama Sumatera Barat

### ARTICLE INFO

#### Keywords:

Car request  
GDP per capita  
long way  
consumer credit interest rates.

#### E-mail:

waruwukhmo.se.mm@gmail.com

### ABSTRACT

The purpose of this study was to determine the effect of product and service quality on consumer satisfaction at Koffee Macehat Medan. This research was conducted at Koffee Macehat Medan, with a population and sample of 100 people taken by purposive sampling. The data analysis used is descriptive in nature to explain research data and research descriptions, while to analyze quantitative data using a simple Linear Regression analysis tool. The research instrument was a questionnaire with a Likert scale model. The requirements test is carried out to test normality, heteroscedasticity test. The data analysis technique used is multiple regression technique at a significance level of  $\alpha = 0.05$ . The results showed: (1) there is a significant influence between product quality on consumer satisfaction with t count = 2.201; (2) there is a significant effect between Service on Consumer Satisfaction with t count = 2.498. The suggestions made are; (1).Koffee Macehat further enhances the excellent service for its customers in order to provide a sense of comfort so that it can be sustainable. (2) Adding a variety of coffee flavors so that customers don't get bored with the monotonous taste, at least make it more interesting to make it more interesting. (3). Creating a comfortable place so that consumers who come and visit feel satisfied and feel at home so that they increase their purchasing portion.

Copyright © 2023 Economic Journal. All rights reserved.

is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

### 1. INTRODUCTION

Nowadays, who does not know the name coffee, of course almost all levels of society on average know the name coffee, before other coffees appeared, there was Sidikalang coffee which was quite well known in the people of North Sumatra, and even became a hallmark as a souvenir. by the city of Medan for visitors who come from outside the city such as Jakarta, Batam and other areas.

Without realizing it, coffee is currently a drink that has received a lot of attention from the people of North Sumatra, especially with the emergence of luak coffee from the province of Nagro Aceh Darussalam, which currently dominates the market share of coffee shops in the city of Medan. The habit of young Medan city people who like to hang out is a place to meet business partners, watch movies together or something that makes them comfortable in the coffee shop.

In the midst of the coffee shop business competition that is scattered all over the city of Medan, however, the Macehat Koffee shop survives and has an endless number of customers. Service problems are also a problem at the Macehat Koffee shop in terms of the lack of space provided so that consumers feel uncomfortable and feel unsatisfied, customers have to queue to get a seat after other customers have finished enjoying the pleasures of Macehat coffee as well as an empty parking lot. adequate, the coffee shop is on a narrow and crowded street so that customers become uncomfortable especially if it rains it is very difficult because they do not have direct parking access to the courtyard of the coffee shop macehat

Product quality is a strength that must be owned by every coffee shop manager in the city of Medan and its surroundings, this shows that consumers' desire to come back to drink coffee or hang out with their business partners at that place is satisfied with the deliciousness and taste that the shop has. coffee, one of which is the Macehat Koffee shop in the heart of Medan, has a quality product that is not owned by other coffee shops, it is said that in the past the owner of the coffee shop had his own coffee land to sell to the market, over time coffee connoisseurs became increasing in the city of Medan, so he tried to develop the coffee shop business by creating a variety of different flavors according to the tastes

*Analysis Of Product Quality And Service On The Achievement Of Customer Satisfaction At Macehat Koffee Medan. Erwin Harun, et.al*

of his consumers. From the opinion of M. A. Gifari (2021) shows a close relationship between product quality and customer satisfaction.

Service is a benchmark in keeping customers coming to the coffee shop, currently the Macehat Koffee shop provides various flavors of the coffee, various packages from economical to exclusive, even provides delivery services to the place, provides information through advertising media both in the form of newspapers and social media such as the internet.

In an article published by Khamo Waruwu in the journal Value (2020) he stated that the research hypothesis accepts  $H_a$  and rejects  $H_o$  which means there is an influence between service variables on consumer satisfaction. Employees also have qualifications in serving their customers, such as being given training to study the various flavors of coffee offered so that customers can easily make a choice after the employee explains the quality and benefits of the coffee offered. In another article also published by Petra Paulus Tarigan (2017) stated the hypothesis.

1. Product quality affects consumer satisfaction.
2. Services affect consumer satisfaction.
3. The quality of products and services affects consumer satisfaction.

The customer is the king of this title, it cannot be underestimated, it must be done because if our customers are not satisfied, then one day they will not come back again and can reduce the value of sales at the coffee shop. Customer satisfaction is also the full attention of the coffee shop manager, otherwise customers will leave and look for other coffee shops to get satisfaction. They must be treated like kings, we serve them with a smile, greet them, or other greetings that make them comfortable and feel at home in the coffee shop. Macehat provides a drink tester before the customer buys it. It also provides other menus that are combined with coffee, such as ice cream and bread. Another study written by S. I. Laetitia (2021) shows a significant effect on customer satisfaction

## 2. METHOD

### 2.1 UJI KUALITAS DATA

The following presents data processing results of data quality test data through SPSS software either partially or simultaneously.

Tabel 1. Uji Validitas X1

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	16.7300	21.775	.819	.928
VAR00002	16.7500	22.896	.781	.933
VAR00003	16.8200	22.311	.830	.927
VAR00004	16.7800	22.497	.822	.928
VAR00005	16.8500	21.503	.846	.925
VAR00006	16.9200	21.589	.815	.929

from the six questions above  $>$  from 0.1966 which means that all statement items from the independent variable, namely X1 above, are declared valid.

Table 2. Validity test X2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	14.4100	12.022	.538	.845
VAR00002	14.3500	11.987	.603	.827
VAR00003	14.3900	10.240	.859	.754
VAR00004	14.4600	10.574	.748	.786
VAR00005	14.2700	12.684	.533	.843

from the five statements above > from 0.1966, which means that all statement items from the independent variable, namely X2 above, are declared valid.

Table 3. Validity test Y

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.0200	11.212	.580	.913
VAR00002	11.1300	9.165	.873	.806
VAR00003	11.2200	9.507	.720	.867
VAR00004	11.0600	9.027	.849	.814

from the eight statements of the Y variable above > of 0.1966, which means that all of the statements above are declared valid R table for 200 respondents, namely 0.1966 Formula =  $df=n-2$  then  $df=100-2=98$  r table with alpha 5 % is 0.1966 (0.20 when rounded)

Table 4. Reliability Test X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.939	6

All statement items were declared reliable because the Cronbach's alpha value was 0.939 > 0.60.

Table 5. X2 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.845	5

all statement items were declared reliable because the Cronbach's alpha value was 0.845 > 0.60.

Tabel 6. Reliability Test Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	4

all statement items were declared reliable because the Cronbach's alpha value was 0.845 > 0.60.

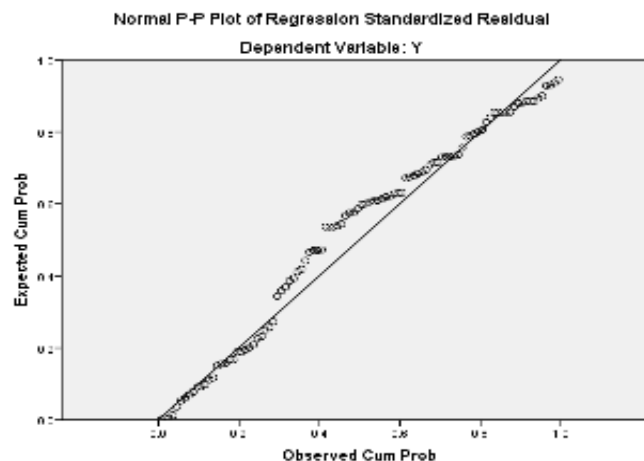


Figure 1. Data Normality Test

From the scatter plot image above, it can be seen that the work safety and work productivity data points follow the data along the diagonal line, this means that the data is normally distributed. Then the regression model is appropriate to use to predict consumer satisfaction based on the input of independent variables.

Table 7. Tabel Multikolinieritas

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.998	1.002
	X2	.998	1.002

a. Dependent Variable: Y

From the results of the SPSS output above, there is a VIF multicollinearity = 1.002, namely < 5 Tolerance > 0.1, namely 0.998

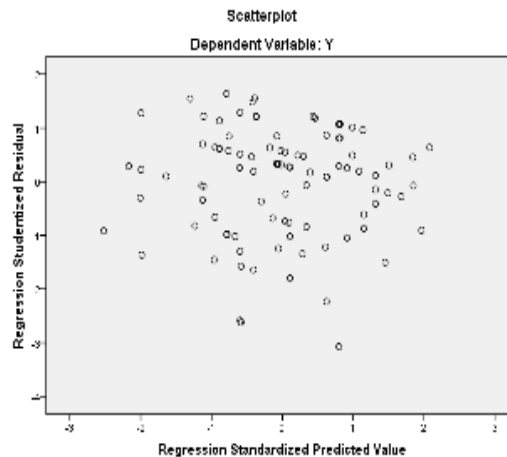


Figure 2. Heteroscedasticity

From the results of the SPSS output display above, it clearly shows that the random dots do not form a clear pattern and are spread both above and below zero on the Y axis. This does not occur heteroscedasticity.

Table 8. Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.475	2.186		3.419	.001
	X1	.154	.070	.211	2.201	.030
	X2	.235	.094	.240	2.498	.014

a. Dependent Variable: Y

Look at the amount produced by the t count of the two independent variables which will be compared with the t table, does it have a significant effect or vice versa, the explanation is as follows:

1. The effect of Product Quality on Consumer Satisfaction

The table above shows a t-table of 2,201 with a significant level of 0,030, while a t-count of 1,984, so t-table 2,201 > t-count of 1,984, it can be concluded that H0 is rejected and Ha is accepted.

2. Effect of Service on Consumer Satisfaction

The table above shows a t-table of 2,498 with a significant level of 0,014, while a t-count of 1,984, so that t-table is 2,498 > t-count 1,984, it can be concluded that H0 is rejected and Ha is accepted.

Table 10. Simultaneous Test  
ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.740	2	88.370	5.821	.004 <sup>a</sup>
	Residual	1472.650	97	15.182		
	Total	1649.390	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

it can be seen that the calculated f value is 5,821 with a significance level of 0.004. While f table is 3.15 at alpha 0.05 because f count is 5.821 > f table 3.15 and the significance level is 0.004 < 0.05 indicating that the independent variables simultaneously positively and significantly affect the dependent variable.

Table 11. Coefficient of Determination  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.249 <sup>a</sup>	.062	.057	4.36640

a. Predictors: (Constant), X\_KJ

b. Dependent Variable: Y\_PK

Based on the results of the SPSS output above, it is known that the R square value is 0.327 or 32.7%, which means that the Quality of Products and Services can affect Consumer Satisfaction by up to 32.7%, and the remaining 67.3% can be influenced by other variables such as price, emotion (satisfaction using certain brands), costs and conveniences and others.

### 3. RESULT AND DISCUSSION

Based on the statistical test results, it can be clearly seen that partially (individually) all independent variables affect the dependent variable. The influence of the two independent variables is positive, meaning that the higher the quality of products and services, the higher the level of customer satisfaction. These results are in accordance with the proposed hypothesis. The results of this study are also in accordance with the results of previous studies. The explanation of each variable effect is explained as follows:

#### 1. Effect of Product Quality on Consumer Satisfaction

The results of hypothesis testing (H1) have proven that there is an influence between product quality and consumer satisfaction. Through the results of the calculations that have been carried out, it is obtained that the t value is 2,201 with a significance level of 0.030 which is less than 0.05, thus Ha is accepted and Ho is rejected. This test is clarified by further research explained in Afina and Y. Hastuti's (2018) research. The results show that product quality in their research contributes 29.3% to explaining changes in levels of customer satisfaction.

#### 2. Effect of Service on Consumer Satisfaction

The results of testing the hypothesis (H2) have proven that there is an influence between Service on Customer Satisfaction. Through the results of the calculations that have been carried out, it is obtained that the t value is 2,498 with a significance level of 0.014 which is less than 0.05, which means that the hypothesis in this study accepts Ha and rejects Ho. This conclusion is supported by the findings produced by Muhammad Fachri (2022) in his writing that from a given reasonable level where the Quality and Service variables affect consumer satisfaction.

#### 3. Effect of Product and Service Quality on Consumer Satisfaction

The results of the F test (Anova) show that the value of Fcount = 5.821 > Ftable = 3.15 and the significance level is 0.004 < 0.05, so it can be concluded that the influence of the independent variables

(Quality of Products and Services) simultaneously has a significant effect on Consumer Satisfaction of Macehat Koppi Medan. It is clarified by the research conducted by Ayu Titissari (2017) in which Service Quality and Product Quality have a significant simultaneous effect on customer satisfaction

### 3. Data Conclusion Results

#### 3.1 Data Analysis Test Results of SPSS

Table 12. Data Analysis Test Results of SPSS

Pengujian Data	Hasil Pengujian Analisis Data SPSS
Uji Validitas X1	Valid
Uji Validitas X2	Valid
Uji Validitas Y	Valid
Reliabilitas X1	Reliabel
Reliabilitas X2	Reliabel
Reliabilitas Y	Reliabel
Normalitas Data	Scatter plot berdistribusi Normal
Multi Kolinieritas	Terdapat multikolinieritas
Heterokedastisitas	Tidak Terjadi Heterokedastisitas
Hipotesis X1	H0 ditolak dan Ha diterima
Hipotesis X2	H0 ditolak dan Ha diterima
Hipotesis Dominan	0.240 Valiabel X2
Hipotesis Anova	Berpengaruh dan Signifikan
Hasil Koefisien Determinasi	Berpengaruh sebesar 62%

### 4. CONCLUSION

The results of hypothesis testing have proven that there is an influence between product quality and consumer satisfaction. Tests prove that Product Quality has a positive influence on Consumer Satisfaction. Judging from the calculations that have been carried out, the coefficient value is 0.211 and the tcount value is 2,201 with a significance value of 0.030 which is less than 0.05, thus Ha is accepted and Ho is rejected. The results of hypothesis testing have proven that there is an influence between Service and Customer Satisfaction. Tests prove that Service has a positive influence on Customer Satisfaction. Judging from the calculations that have been done, the coefficient value is 0.240 and the tcount value is 2,498 with a significance level of 0.014 which is less than 0.05, which means that the hypothesis in this study accepts Ha and rejects Ho. The results of hypothesis testing have proven that there is an influence between the independent variables (Quality of Products and Services) and Consumer Satisfaction. This means that the combination of the three variables still has an influence on consumer satisfaction and the rest is influenced by other factors.

### REFERENCES

- [1] Afina dan Y. Hastuti. Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. VOL 9, no 1, 2018. <https://doi.org/10.33059/jseb.v9i1.458>.
- [2] A. Titissari. Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Pelanggan PT. Pos Indonesia (Persero) Kediri. Thesis. Fakultas Ekonomi Universitas Negeri Yogyakarta. 2017. <http://eprints.uny.ac.id/id/eprint/47275>.
- [3] D. A. Wicaksono, T. A. Laksanawati, & D. B. Ningsih. Pengaruh Harga dan Kualitas Pelayanan Serta Kualitas Produk terhadap Kepuasan Konsumen Pada Bakso Pak Miad Kecamatan Taman Kabupaten Pematang. Vol. 2 No. 2. 2021. <https://doi.org/10.36490/value.v2i2.220>.
- [4] F. S. Maramis, J. L. Sepang, & A. S. Soegoto. Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan terhadap Kepuasan Konsumen pada PT. Air Manado. Vol. 6 No. 3. 2018. <https://doi.org/10.35794/emba.6.3.2018.20411>.
- [5] M. Fachri dan K. Waruwu. Pengaruh Pelayanan dan Potongan Harga Terhadap Kepuasan Konsumen PT Nutri Inti Prima Perkasa Medan. JURNAL MANAJEMEN DAN BISNIS., Vol. 1, no. 1, 2022, <https://doi.org/10.36490/jmdb.v1i1.271>.

- [6] M. A. Gifari. Pengaruh Mutu Produk dan Harga terhadap Kepuasan Pelanggan Pada PT Euraniaga Palembang. <http://repository.univ-tridianti.ac.id>. 2021.
- [7] K. Waruwu. Pengaruh Pelayanan (Tangible, Reliability, Responsiveness, Assurance, Dan Emphaty ) Terhadap Kepuasan Konsumen PT Nutri Inti Prima Perkasa Medan. Vol. 1, no. 1, 2020, <https://doi.org/10.36490/value.v1i1.91>.
- [8] P. P. Tarigan. Pengaruh Kualitas Produk dan Pelayanan Terhadap Kepuasan Konsumen. Volume 4 No. 2. 2017. <https://doi.org/10.33373/jeq.v4i1.3700>. <https://garuda.kemdikbud.go.id/>
- [9] S. I. Laetitia, E. Alexandrina, dan S. F. Ardianto. Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Tanamera Coffee Pacific Place. Vol. 5 No. 1. 2021. <https://doi.org/10.31955/mea.v5i1.1403>.
- [10] F. Ranggkuti. (2009). Riset Pemasaran. Jakarta: PT. SUN
- [11] M. Manullang. (2013). Pengantar Bisnis. Jakarta. Indeks.
- [12] Sudaryono. (2016). Manajemen Pemasaran Teori & Implementasi. Yogyakarta: Andi
- [13] Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta
- [14] Wibowo. (2019). Manajemen Kinerja Edisi Kelima. Depok: PT RajaGrafindo Persada.
- [15] T. Abdullah, Dkk. (2017). Manajemen Pemasaran. Jakarta. PT RajaGrafindo Persada.