

The Effect of Facilities and Service Quality on Inpatient Satisfaction at Ngimbang Hospital, Lamongan Regency

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Article Info	ABSTRACT
Keywords: product innovation, product quality, service quality, customer satisfaction, Risqi Tailor.	This study aims to analyze the influence of product innovation, product quality, and service quality on customer satisfaction in the Risqi Tailor Sewing Business. The study uses a quantitative approach with a population of 730 Risqi Tailor customers in 2023. The number of samples was determined using the Slovin formula with an error rate of 10%, so that 87 respondents were obtained. Data were collected through a Likert scale questionnaire and analyzed using SPSS version 25 through validity, reliability, classical assumptions, multiple linear regression, multiple correlation, determination coefficient, t-test, and F-test. Product quality had a positive and significant effect with a t-value of 9.952 and a significance of 0.000. The quality of service also had a positive and significant effect with a t-value of 2.432 and a significance of 0.017. Simultaneously, product innovation, product quality, and service quality had a significant effect on customer satisfaction with an F value of 107.225 and a significance of 0.000. Square's R-value of 0.795 indicates that 79.5% of the variation in customer satisfaction is explained by all three study variables, while the remaining 20.5% is explained by factors other than the model. The most dominant variable is product quality.
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INTRODUCTION

Clothes are the main human need because they are used in various daily activities and certain events. The development of the times has made clothing models more diverse, both in terms of shape, size, design, and style. This condition encourages consumers to look for tailor services who are able to produce clothes according to their body size, desired model, and satisfactory quality of results. In this context, home sewing businesses still have opportunities because consumers need flexible and personalized services.

Competition in the sewing service business and the fashion sector requires business actors to continue to understand changing consumer needs. The Risqi Tailor Sewing Business is present as a clothing manufacturing service provider that strives to meet customer demands through models, sizes, and affordable prices. However, competition with similar service providers makes this business need to pay attention to factors that can

increase customer satisfaction, especially product innovation, product quality, and service quality.

Product innovation is an important factor because consumers tend to want clothing designs that keep up with trends. Sewing business actors need to provide design choices, model variations, and product development that can add value to customers. Innovation is not only related to new products, but also how to adapt products to customer needs so that sewing results have high appeal and use value.

According to Sabilar Rosyad, customer satisfaction is a feeling of happiness or disappointment that arises after customers compare their expectations with the performance of the product or service received. Customer satisfaction is an important indicator of the success of a business because it shows the company's ability to meet customer needs and desires. The higher the match between customer expectations and the service received, the higher the level of customer satisfaction.

Product quality is also a key determinant of customer satisfaction. In the sewing business, product quality can be seen from the neatness of the seams, the suitability of the size, the comfort of the clothes when used, the durability of the stitches, and the suitability of the design with the customer's wishes. If the quality of the product meets or exceeds expectations, customers will feel satisfied and have the potential to return to using the same service.

In addition to innovation and product quality, service quality plays an important role in building customer experience. Sewing service customers need clear communication, friendly service, the ability to understand the desired design, timeliness of workmanship, and willingness to accept complaints or repairs. Therefore, this study focuses on analyzing the influence of product innovation, product quality, and service quality on customer satisfaction of the Risqi Tailor Sewing Business.

Literature Review

Product Innovation

Product innovation is a new idea developed to produce products that are more attractive, relevant, and have added value for consumers. According to Prasetyo (2020), product innovation is an interesting new inspiration and can be developed as a company's strategy to be able to compete. In the sewing business, product innovation can be realized through design updates, model variations, size adjustments, and the ability to provide design alternatives to customers.

Product innovation indicators include product features, product design, and product quality. Product features help differentiate the product from competitors. Product design adds value to consumers because it not only affects the appearance, but also the function of the garment. Product quality in the context of innovation shows the ability of the product to carry out its functions, including durability, reliability, and accuracy of production results.

Product Quality

Product quality is the ability of a product to meet customer needs and expectations. Ely (2021) explained that product quality is related to the characteristics of products or services that are able to meet consumer needs. In sewing services, product quality is

reflected in the suitability of the clothes to the order, neatness of the seams, seam resistance, comfort when worn, and the aesthetics of the finish.

Product quality dimensions include performance, product diversity, reliability, suitability, and durability. Performance is related to the main function of the product. The diversity of products shows the variety that can be offered. Reliability has to do with the ability of the product to be used consistently. Conformity refers to the precision of a product with the customer's standards or demands. Durability indicates the economic age of the product before it deteriorates in quality.

Quality Of Service

Service quality is the level of service provided to meet customer expectations. Kotler (2019) explained that service quality is a consumer's assessment of the services received compared to the expected services. In a service business, service quality is an important factor because the interaction process with customers determines customer perception of the business.

The quality of service can be measured through five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy. Physical evidence relates to the facilities and appearance of the business. Reliability shows the ability to deliver service as promised. Responsiveness is related to the willingness to help customers quickly. Assurance shows knowledge, politeness, and the ability to cultivate trust. Empathy shows personal attention to customer needs.

Customer Satisfaction

Customer satisfaction is the level of customer feeling after comparing the performance of the product or service received with their expectations. According to Priharto (2020), customers will feel satisfied if the performance received is in accordance with expectations, and will be very satisfied if the performance exceeds expectations. In the sewing service business, customer satisfaction can be created when customers get products that are in accordance with the design, comfortable to use, completed on time, and get good service.

Based on theoretical studies, this study develops the hypothesis that product innovation, product quality, and service quality each affect customer satisfaction, and all three simultaneously affect customer satisfaction of the Risqi Tailor Sewing Business.

METHOD

This study uses a quantitative approach because the data analyzed is in the form of numbers and aims to test the relationship between variables. The location of the research is the Risqi Tailor Sewing Business located in Banjar Hamlet, Sumberbanjar Village, Bluluk District, Lamongan Regency. The research was carried out from November 2023 to March 2024.

The research population is all customers of the Risqi Tailor Sewing Business in 2023 as many as 730 customers. The number of samples was determined using the Slovin formula with an error rate of 10%, so that 87 respondents were obtained. Primary data was obtained through the dissemination of a closed questionnaire to respondents, while

secondary data was obtained from literature, documents, articles, journals, and other relevant supporting sources.

The independent variables in this study are product innovation (X1), product quality (X2), and service quality (X3), while the dependent variable is customer satisfaction (Y). The research instrument used a Likert scale with five answer choices, ranging from strongly disagree to strongly agree. Data analysis was carried out using SPSS version 25 through validity test, reliability test, classical assumption test, multiple linear regression analysis, multiple correlation test, determination coefficient, t test, and F test.

RESULTS AND DISCUSSION

Overview of Research Objects and Respondents

The Risqi Tailor Sewing Business is a home sewing business pioneered by Mrs. Sriamah. This business has been running since 1999 in Sumberbanjar Village, Bluluk District, Lamongan Regency. The production process is carried out based on customer orders, starting from body measurement, pattern making, fabric cutting, sewing process, to the finishing stage. The main raw materials generally come from the customer, while Risqi Tailor helps to adjust the model and design as needed.

The number of Risqi Tailor customers in 2023 was recorded at 730 customers, consisting of 318 male customers and 412 female customers. The number of subscribers each month fluctuates, with the highest number in July being 86 subscribers. The respondents of the study were 87 people. Based on gender, the majority of respondents were women as many as 57 people or 65.5%. Based on age, the most dominant group was 21-30 years old as many as 41 respondents or 47.47%. Based on work, the most respondents were housewives as many as 24 respondents or 28%.

Characteristics	Dominant Categories	Quantity	Percentage
Gender	Women	57	65,5%
Age	21-30 years old	41	47,47%
Jobs	Housewives	24	28%

Instrument Test Results and Classical Assumptions

The results of the validity test show that all statement items have a calculated r-value greater than the r-table of 0.177 so that all items are declared valid. The results of the reliability test showed that all variables had a Cronbach Alpha value greater than 0.60. Thus, the research instrument was declared reliable and suitable for further analysis.

Variable	Cronbach Alpha	Critical Values	Remarks
Product Innovation (X1)	0,887	0,60	Reliable
Product Quality (X2)	0,820	0,60	Reliable
Quality of Service (X3)	0,758	0,60	Reliable
Customer Satisfaction (Y)	0,791	0,60	Reliable

The results of the normality test showed that the data spread along a diagonal line on the normal probability plot graph so that the data was declared to be distributed normally. The results of the multicollinearity test showed that all variables had a tolerance value greater than 0.10 and a VIF of less than 10, so that the model was free from

multicollinearity. The results of the heteroscedasticity test showed a significance value greater than 0.05 and the data distribution pattern did not form a specific pattern, so heteroscedasticity did not occur.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis yielded the equation $Y = 1.386 + 0.267X_1 + 0.557X_2 + 0.164X_3$. The equation shows that all independent variables have a positive coefficient on customer satisfaction. A product innovation coefficient of 0.267 means that every increase in product innovation by one unit will increase customer satisfaction by 0.267 assuming other variables are constant. The product quality coefficient of 0.557 shows the greatest contribution to customer satisfaction. The service quality coefficient of 0.164 shows that the better the service, the higher the customer satisfaction.

Variable	B	Beta	t count	Sig.	Verdict
Constant	1,386	-	1,393	0,167	-
Product Innovation (X1)	0,267	0,352	5,961	0,000	Significant
Product Quality (X2)	0,557	0,594	9,952	0,000	Significant
Quality of Service (X3)	0,164	0,131	2,432	0,017	Significant

Coefficient of correlations, determination, and simultaneous tests

A multiple correlation value (R) of 0.892 indicates a very strong relationship between product innovation, product quality, and service quality with customer satisfaction. The R-Square value of 0.795 indicates that 79.5% of the variation in customer satisfaction can be explained by all three independent variables, while the remaining 20.5% is explained by other variables not analyzed in this study.

The results of the F test showed that the F value of the calculation of 107.225 was greater than the F of table 2.71 with a significance value of 0.000 less than 0.05. These results prove that product innovation, product quality, and service quality simultaneously have a significant effect on customer satisfaction in the Risqi Tailor Sewing Business.

R	R Square	Adjusted R Square	F count	Sig.	Remarks
0,892	0,795	0,787	107,225	0,000	Significant

Discussion

Product innovation has a positive and significant effect on customer satisfaction. These findings show that Risqi Tailor's ability to provide design choices, customize clothing models, and develop products according to customer needs can increase satisfaction. Product innovation is important because sewing service customers have different desires regarding the model, size, and appearance of clothing. When businesses are able to provide design alternatives and results that are in line with trends, customers tend to feel more satisfied.

Product quality has a positive and significant effect on customer satisfaction, as well as being the most dominant variable. These results show that Risqi Tailor customers pay great attention to the quality of the stitches, neatness, comfort, size suitability, and durability of the garment. Good product quality makes customers believe that the services used are able to provide value as expected. In the sewing business, the quality of the final result is

the main evidence that customers immediately feel so that their contribution to satisfaction is the strongest.

The quality of service also has a positive and significant effect on customer satisfaction. Friendly, communicative, patient, responsible, and able to complete orders on time can increase the positive perception of customers. In sewing services, customers often need design consultation and size adjustments, so the interaction between the customer and the service provider is an important factor. Good service strengthens trust and encourages customers to return to using Risqi Tailor's services.

Simultaneously, product innovation, product quality, and service quality are proven to have an effect on customer satisfaction. These three variables complement each other in shaping the customer experience. Innovation makes products more attractive, product quality ensures results as expected, while service quality creates convenience in the ordering process to completion. The combination of these three is the basis for Risqi Tailor to retain customers and increase business competitiveness.

CONCLUSION

Based on the results of the research, it can be concluded that product innovation has a positive and significant effect on customer satisfaction of the Risqi Tailor Sewing Business. Product quality also has a positive and significant effect on customer satisfaction and is the most dominant variable. The quality of service has a positive and significant effect on customer satisfaction. Simultaneously, product innovation, product quality, and service quality had a significant effect on customer satisfaction with an F value of 107.225 and a significance of 0.000.

Square's R value of 0.795 indicates that 79.5% of customer satisfaction can be explained by product innovation, product quality, and service quality, while the remaining 20.5% is explained by other factors outside of the research model. The practical implication of this study is that Risqi Tailor needs to prioritize improving product quality, especially the neatness of the seams, the accuracy of the size, the comfort of the garment, and the durability of the sewing results. In addition, businesses need to continue to develop design innovations and maintain communicative, friendly, and responsible services. The next study suggested adding other variables such as price, promotion, customer trust, location, or customer loyalty to make the research model more comprehensive.

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