The Effect Of Product Quality On Customer Satisfaction At The Fajar Building Shop, Topoyo Sub-District, Mamuju District West Sulawesi Province

M. Fadil[1], Moh Aris Pasigai[2], Nurlina[3]
Email : putri1505200202@gmail.com
[1],[2],[3]Management Study Program, Muhammadiyah University of Makassar

Abstrak

The Influence of Product Quality on Customer Satisfaction at Fajar Shop, Building, Topoyo District, Mamuju Regency, West Sulawesi" Thesis for Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. This study aims to examine the effect of product quality on customer satisfaction at the Fajar Building Shop, Topoyo District, Mamuju Regency, West Sulawesi. This study uses primary data sources, where researchers distribute questionnaires to 45 customers of Fajar Bangunan Store. The analysis technique in this research is validity test, reliability test, classical assumption test, and hypothesis testing through simple linear regression analysis test and T test. Partially, the results of this study indicate that product quality has a positive and significant effect on customer satisfaction at the Fajar Building Shop, Topoyo District, Mamuju Regency, West Sulawesi, which is indicated by the T arithmetic value of 2.041 > T table value of 2.018 and a significance value of 0.047 < 0.05. So the first hypothesis is accepted.

Keywords: Environment, Work Culture, Performance

Introduction

Along with globalization and free markets, the world of marketing trade will automatically be faced with very tight competition. Apart from that, market conditions are also increasingly fragmented, product life cycles are getting shorter. In today's business activities, relationships are an important topic. Smart people realize that warm relationships can break the ice. This relationship must be based on the principles of sincerity and mutual support, not just a pseudo-transactional relationship and solely because of work orders or cost-benefit calculations.

Companies in running business in the era of globalization face increasingly tight business competition. In addition, companies must be able to choose and implement the right strategy. Customers are an asset in a company and the key to the business continuity of a company so that customer satisfaction and loyalty are the main things that must be considered. Relationship marketing is a set of strategies and methods implemented to create and maintain good relationships to satisfy and maintain customer loyalty.

Efforts to increase the competitive advantage of businesses, such as trade, can be done through strategies that can create customer satisfaction. One strategy that can be implemented to create customer satisfaction and loyalty is to have a sustainable relationship between producers and consumers, where this strategy is known as relationship marketing. This is done by several companies, both large and small, such as building materials stores. The good relationships that exist make building materials stores increasingly understand the wants and needs of their consumers so that they can truly provide the expected satisfaction and make customers loyal.

In creating consumer satisfaction, a shop, company or agency must be able to increase customer value and the superiority of the products being sold. Customer value can be created through the quality of service provided by the shop to customers. The better the quality of service, the higher the customer's value for the shop.

(Kotler, 2010), Retaining all existing customers will generally be more profitable than changing customers or consumers, because the cost of attracting new consumers or customers is usually five times the cost of retaining existing customers. Relationship marketing business strategy has a relationship with customer and satisfaction. Relationship marketing leads to the formation of an attitude of satisfaction to pay attention to the concept of relationship marketing in facing business competition. Basically, relationship marketing is a long-term relationship and bond between producers, consumers, suppliers and other actors. The essence of relationship marketing at least involves lasting relationships and continuous exchange for mutual trust and dependence. So in the concept of Relationship Marketing, marketers play a very important role.

Kompas Media Nusantara in Surabaya to be able to satisfy and maintain customer loyalty. In relation to the relationship marketing dimension, namely trust, Kompas builds trust in its customers by providing quality, credible and actual news and articles. Kompas also gives appreciation to customers who have trusted it with special discount packages and special merchandise from

Kompas. Emphasizes the importance of long-term good relationships with consumers, and marketing infrastructure, which can create awareness in the form of comprehensive relationships and commitment.

As we know, every business aims to make a profit, this goal cannot be separated from marketing activities. Marketing itself must be thought about beforehand, so that it is more targeted at consumer targets. Because potential consumers will consider various factors, including product quality factors, which will make consumers feel very satisfied and prefer our products to other competing products. Products have an important meaning for a company because without a product, the company will not be able to do anything with its business. Consumers will buy a product if they are interested and find it suitable, therefore the product must be adjusted to the buyer's desires or needs in order for product marketing to be successful. In other words, product manufacturing is better oriented towards market desires or consumer tastes.

Having good product quality will make consumers satisfied and confident. Customer satisfaction is something that manufacturers need to pay attention to. Customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty.

Based on the phenomenon that occurs, the Fajar Bangunan Shop experiences unstable income levels. This unstable level of income is caused by customers' economic conditions which may decline, or there are other factors such as service that customers may find unsatisfactory or a small selection of products, as well as product quality that is less than satisfactory, resulting in customers moving to building stores. another. Based on observations in the field in November, there were several customers who complained because the quality of the products they bought did not match the price offered by the seller, and the quality of the products they bought did not match the promotions carried out by the seller.

Research Methods

According to Silalahi (2011), the definition of management is the process of planning, organizing, managing resources, communicating, leading, motivating, and controlling the implementation of tasks and the use of resources to achieve organizational goals effectively and efficiently. According to Abdullah and Tantri (2012, p. 14), the definition of marketing is a managerial social process where individuals and groups are able to obtain their needs and desires by creating, offering and exchanging something that is mutually beneficial and valuable between one another. The core concept in marketing is to have the goal of understanding the marketing function. A series of core concepts in marketing include (Kotler and Keller, 2009).

According to Kotler (2014 in the journal Saputra 2013) marketing is one of the most important factors for showing a company, especially companies operating in the field of goods and services. Marketing activities are often interpreted as activities that offer products and sell products, but if we look further, it turns out that the meaning of marketing is not just offering and selling products, but rather activities that analyze and evaluate consumer needs and desires. The goal of marketing is to know and understand customers. in such a way that the product fits it and can sell itself, ideally marketing causes customers to be ready to buy so that all that remains is how to make the product available.

Marketing Management is one of the main activities carried out by companies to maintain the continuity of the company, to develop, and to make a profit. The marketing process starts long before the goods are produced, and does not end with sales. The company's marketing activities must also provide satisfaction to consumers if they want their business to continue, or consumers to have a better view of the company (Dharmmesta & Handoko, 1982 in Ade Priangani 2013).

This new way and philosophy is called the "Marketing Concept". As a business philosophy, the marketing concept aims to provide satisfaction of desires and is oriented towards consumer needs. This is fundamentally different from previous business philosophies which were product and sales oriented. It can be definitively said that: The Marketing Concept is a business philosophy which states that satisfying consumer needs is an economic and social condition for the survival of a company (Stanton, 1978 in Ade Priangani 2013). Three elements of the marketing concept: Consumer Orientation; Integral preparation of marketing activities and consumer satisfaction.

Potential customers who are interested in buying want the product to be of high quality, especially in meeting consumer expectations so that they are satisfied and loyal to the company. Kotler and Armstrong (2010:27) state that: Product quality is the ability of a product to carry out its function, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Every company that wants to meet the needs and desires of customers will try to make quality products, which are displayed both in the external characteristics of the product and in the core of the product itself.

Results and Discussion

a. Analysis Descriptive

This research is research with a quantitative approach to research samples in the population using data collection techniques from questionnaires and this quantitative research is research in the form of numbers.

Observation is an activity to obtain information needed to present a real picture of an event or incident to answer research questions, to help understand human behavior and for evaluation, namely carrying out measurements of certain aspects and providing feedback on these measurements. The results of observations are in the form of certain activities, events, events, objects, conditions or atmosphere (V. Wiratna Sujarweni, 2014:31). In research observations, direct observation was carried out regarding the problems studied at the Fajar Gedung Shop, Topoyo District, Mamuju Regency, West Sulawesi.

b. Data Quality Test

1) Validity test

In measuring this research variable, a Likert Scale was used where respondents were asked to choose one of the five answers available. The following table describes variables based on product:

Tabel 1. Validity Test Results Table

No.	Variabel X1	ALTERNATIF JAWABAN										Total	Mean
		SS (5)		S (4)		KS (3)		TS (2)		STS(1)			
		N	%	N	%	N	%	N	%	N	%		
1.	X1.1	17	37.8	25	55.6	3	6.7	-	-	-	-	194	4,31
2.	X1.2	23	51.1	22	48.9	-	-	-	-	-	-	203	4,51
3.	X1.3	18	40.0	27	60.0	-	-	-	-	-	-	198	4,4
4.	X1.4	24	53.3	20	44.4	1	2.2	-	-	-	-	203	4,51
5.	X1.5	18	40.0	26	57.8	1	2.2	-	-	-	-	197	4,37
6.	X1.6	20	44.4	24	53.3	1	2.2	-	-	-	-	199	4,42

Based on the above statement, that the highest mean value is in variable X1.2 The expiration period of the building fajar store product is relatively long so that it can be used for a long time, and X1.4 Buyers like the function and clarity of the products purchased from the building fajar store of 4.51. Meanwhile, the lowest mean value is at X1.1 amounting to 4.31, namely the Fajar Bangunan Store building material product has a durable product durability according to the expiration time.

c. Reliability Test

Reliability is a measuring tool for measuring a questionnaire which is an indicator of a variable or construct, a variable is said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time and a variable is said to be reliable\consistent if alpha> r table

Tabel 2. Reliability Test Results Table

No.	Variabel Y1	ALTERNATIF JAWABAN										Total	Mean
		SS (5)		S (4)		KS (3)		TS (2)		STS(1)			
		N	%	N	%	N	%	N	%	N	%		
1.	Y1.1	14	31.1	28	62.2	3	6.7	-	-	-	-	191	4,24
2.	Y1.2	15	33.3	28	62.2	2	4.4	-	-	-	-	193	4,28
3.	Y1.3	18	40.0	25	55.6	2	4.4	-	-	-	-	196	4,35
4.	Y1.4	16	35.6	27	60.0	2	4.4	-	-	-	-	194	4,31
5.	Y1.5	17	37.8	28	62.2	-	-	-	-	-	-	197	4,37
6.	Y1.6	17	37.8	24	53.3	4	8.9	-	-	-	-	193	4,28
7.	Y1.7	17	37.8	26	57.8	2	4.4	-	-	-	-	194	4,31
8.	Y1.8	19	42.2	26	57.8	-	-	-	-	-	-	199	4,42
9.	Y1.9	18	40.0	26	57.8	1	2.2	-	-	-	-	197	4,37
10.	Y1.10	15	33.3	29	64.4	1	2.2	-	-	-	-	194	4,31

Based on the statement above, that the highest mean value is in variable Y1.8 of 4.42, namely I like shopping at Fajar Bangunan Store because the products provided follow current developments. While the lowest mean value is at Y1.1 of 4.24, namely Fajar Bangunan Store sells building material products that are guaranteed quality.

d. Classic assumption test

1) Normality test

The testing procedure in this study is as follows:

Table 3. of Normality Test Results

Variabel	Nilai r Tabel	Nilai r Hitung	Keterangan
X1.1	0.2940	.794	Valid
X1.2	0.2940	.516	Valid
X1.3	0.2940	.725	Valid
X1.4	0.2940	.663	Valid
X1.5	0.2940	.641	Valid
X1.6	0.2940	.652	Valid

Based on the results of the SPSS data processing program in table 4.10, the calculated r value for indicator X1.1 is 0.794, X1.2 is 0.516, X1.3 is 0.725, X1.4 is 0.663, X1.5 is 0.641, X1.6 is 0.652. So it can be concluded that all indicators of product quality variables can be said to be valid because the calculated r value> r table value of 0.2940.

2) Multicollinearity Test

Table 4. of Multicollinearity Test Results

Variabel	Nilai r Tabel	Nilai r Hitung	Keterangan
Y1.1	0.2940	.522	Valid
Y1.2	0.2940	.387	Valid
Y1.3	0.2940	.482	Valid
Y1.4	0.2940	.408	Valid
Y1.5	0.2940	.338	Valid
Y1.6	0.2940	.551	Valid
Y1.7	0.2940	.618	Valid
Y1.8	0.2940	.463	Valid
Y1.9	0.2940	.409	Valid
Y1.10	0.2940	.476	Valid

Based on the results of the SPSS data processing program in table 4.11, the calculated r value for indicator Y1.1 is 0.522, Y1.2 is 0.387, Y1.3 is 0.482, Y1.4 is 0.408, Y1.5 is 0.338, Y1.6 is 0.551, Y1.7 is 0.618, Y1.8 is 0.463, Y1.9 is 0.409, Y1.10 is 0.476. So it can be concluded that all indicators are said to be valid because the calculated r value> r table value of 0.2940

3) Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period t-1 (previously). The autocorrelation test can be carried out using the Durbin Watson test (DW Test).

Table 5. of Autocorrelation Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		45
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	0.24498277
Most Extreme Differences	Absolute	0.099
	Positive	0.099
	Negative	-0.083
Test Statistic		0.099
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Table 5 shows that the significance value of Asymp. Sig. (2-tailed) of 0.200> 0.05, so it can be concluded that this study has met the requirements of the normality test, or in the sense that this data is normally distributed.

4) Multiple linear regression

Simple linear regression analysis is an analytical tool used to measure the influence between the independent variable (X) and the dependent variable (Y). This hypothesis test is assisted by using the SPSS version 26 program. Can be seen in the table below:

Table 6. of Multiple Regression Analysis Results

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.413	0.451		7.561	0.000		
Kualitas Produk	0.208	0.102	0.297	2.041	0.047	1.000	1.000
a. Dependent Variable: Kepuasan Pelanggan							

1a = Constant Value 0.3.413 which means, variable X which consists of Product Quality, if the constant value is equal to zero, then variable Y will be 0.3.413.

2) b = Product Quality Variable (X) of 0.208, meaning that if the amount of Product Quality increases by 1%, the Customer Satisfaction variable (Y) will increase by 0.208 assuming that the other variables are constant.

e. Hypothesis Test

1) F Test (Simultaneous Test)

To test the research hypothesis, it is done by comparing the calculated T value of the independent variable with the T table value with an error chance ($\alpha = 0.05$). If the calculated T value $\geq$ T table, then the independent variable individually influences the dependent variable. If the significance level is $< \alpha$, then the hypothesis is accepted.

In table 6 the research results obtained, partially Product Quality (X) has a tcount value of 2.041 and a T table value of 2.01808 with a significance value of 0.047. Because the calculated T value> T table value with a significance value <0.05. This shows that Product Quality has a positive and significant effect on Customer Satisfaction.

Table 7. of F Test Results

Model Summary[b]					
Model	R	R Square	AdjustedR Square	Std. Error of the Estimate	Durbin-Watson
1	.297[a]	0.088	0.067	0.24782	1.439

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Kepuasan Pelanggan

In table 7 it can be seen from the R number 0.297 which shows that the relationship between Customer Satisfaction and the independent variable is strong, because it is close to the strong definition whose number is above 0.29. While the R Square value is 0.088 or 8.8%. Which shows that the Customer Satisfaction variable can be explained by the Product Quality variable by 8.8%, while the remaining 91.2% can be explained by other variables not listed in this study.

2) T Test Analysis

a) Partially tested, where the study aims to examine the effect of Product Quality on Customer Satisfaction at Fajar Bangunan Store, Kecematan Topoyo, Mamuju Regency, West Sulawesi.

b) The results of this study are in line with the first hypothesis, where this study shows that Product Quality has a positive and significant effect on Customer Satisfaction at Fajar Bangunan Store, Kecematan Topoyo, Mamuju Regency, West Sulawesi. This means that the better the quality of the products offered by Fajar Bangunan Store employees, it will increase customer satisfaction.

This is supported by the results of descriptive analysis which shows that respondents gave strongly agree answers, agree answers, and disagree answers when Customer Satisfaction was measured using the Function Clarity Indicator.

The results of this study are supported by research by Rosa Lesmana, Ratnasari (2019) with the research title "The Effect of Product Quality and Service Quality on Customer Satisfaction Pt. Radekatama Piranti Nusa". Where the results of his research show that partially product quality and service quality have a positive effect on customer satisfaction. the contribution of the influence of product quality, service quality and customer satisfaction simultaneously is that there is a positive and significant influence simultaneously between product quality and service quality on customer satisfaction.

f. Coefficient of Determination

Coefficient of determination (R^2), looking at the magnitude of the contribution of the independent variable to the dependent variable by looking at the magnitude of the total coefficient of determination (R^2). If the R^2 obtained is close to 1 (one), it can be said that the stronger the model explains the relationship between the independent variable and the dependent variable. Conversely, if R^2 is closer to 0 (zero), the weaker the variable's influence on the independent variable.

Predictors (Constant), Work culture, environment ^{2}test result is 0.560 or 56.0%. This shows that employee performance is influenced by environmental variables and work culture by 56.0%, while the remaining 44.0% is influenced by other factors not included in the research.

Conclusion and Suggestion

Conclusion

The conclusions that the authors get in this study, where Product Quality has a positive and significant effect on Customer Satisfaction at Fajar Bangunan Store, Topoyo Kecematan, Mamuju Regency, West Sulawesi, as evidenced by the calculated T value of 2.041> T table value of 2.01808 with a significance value of 0.047 <0.05. Where if Fajar Bangunan Store has good Product Quality, then Customer Satisfaction will be better and stronger.

Suggestion

Based on the discussion and conclusions, the following suggestions can be made:

1. For Fajar Bangunan Store, Topoyo Kecematan, Mamuju Regency, West Sulawesi, to further improve product quality and improve product durability so that customer satisfaction is well maintained.
2. For store employees to pay more attention to customer complaints about product quality after purchasing building materials at Fajar Bangunan Store, Kecematan Topoyo, Mamuju Regency, West Sulawesi.
3. For future researchers, it is better to add other variables so that this research covers more broadly about what affects Customer Satisfaction.

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