

The Effect of Product and Service Quality on Consumer Satisfaction in Purchasing Basic Foods in the Market

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Abstrak. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk dan pelayanan terhadap kepuasan konsumen dalam pembelian sembako di pasar dan untuk mengetahui korelasi, regresi linier berganda antara kualitas produk, kualitas pelayanan terhadap kepuasan konsumen di pedagang sembako di Pasar. Jenis penelitian ini adalah penelitian kuantitatif menggunakan analisis korelasi dan regresi linier berganda. Subyek dari penelitian ini adalah pengunjung dan penjual sembako yang berjumlah 97 responden, dimana sampel penelitian ini adalah ibu-ibu pengunjung Pasar. Pengumpulan data menggunakan angket/kuesioner untuk mengetahui Pengaruh kepuasan konsumen terhadap kualitas produk dan pelayanan. Instrumen atau kuesioner/angket sebelum disebarkan terlebih dahulu dikonsultasikan dengan dosen ahli (expert judgement) dan telah di uji validitas dan reliabilitasnya. Hasil dalam penelitian ini adalah pada uji normalitas diperoleh hasil uji yaitu hanya terdapat tiga variabel saja yang berdistribusi normal. Langkah selanjutnya yaitu melakukan uji linieritas dan diperoleh hasil yaitu data linier. dikarenakan pada salah satu uji asumsi salah satu variabel tidak berdistribusi normal maka dilakukan uji korelasi, dengan hal itu H₀ ditolak, dengan hasil penelitian ini yaitu kualitas produk dan pelayanan memiliki korelasi terhadap kepuasan konsumen.

Kata kunci: Kualitas Produk; Pelayanan; Kepuasan Konsumen.

Abstract. This study aims to determine the influence of product and service quality on consumer satisfaction in purchasing necessities in the market and to determine the correlation, multiple linear regression between product quality, service quality, and consumer satisfaction in fundamental food traders. This type of research is quantitative research using correlation analysis and multiple linear regression. The subjects of this study are visitors and grocery sellers, totaling 97 respondents, and the sample of this study is the mothers of market visitors. Data collection uses questionnaires to determine the influence of consumer satisfaction on product and service quality. Instruments or questionnaires, before being distributed, are first consulted with expert judges and tested for validity and reliability. The results in this study are that in the normality test, the test results are obtained. Namely, there are only three variables that are usually distributed. The next step is to conduct a linearity test and obtain linear data results. Because in one of the tests, the assumption that one of the variables is not normally distributed, a correlation test is carried out, with which H₀ is rejected, with the results of this study, namely, the quality of products and services correlating with consumer satisfaction.

Keywords: Product Quality; Service; Customer Satisfaction.

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Introduction

Conventional marketplaces continue to be vital to modern civilization. The fact that vendors and customers haggle face-to-face makes traditional marketplaces special. This is advantageous for customers since prices are not set in stone and rely on their skill in making offers. Even though malls and other modern markets are popping up all throughout Indonesia, traditional marketplaces like these are still vital for supplying people with food and other necessities (Andika *et al.*, 2022).

People come together to purchase and sell products and services at a market. The market is one of the favourite places for mothers and people who want to shop to meet their daily needs. In addition, social relations between sellers and buyers occur in the market. The seller and the buyer can testify or agree on a sale and purchase contract. The agreed transaction includes the goods, the seller, the buyer, and the price of the goods. The market can also bargain so that the seller and buyer can agree upon the price and the desired goods (Ginting & Saputra, 2015).

A new market is a mechanism that brings together buyers and sellers so that the two can negotiate to form a price agreement. The types of new markets are as follows: Markets based on the nature and time of their activities, markets based on the form of activities, Markets based on technical methods, Markets based on the type of goods, and Markets based on the freedom of distribution.

The phenomenon in the Mangkung Market is the captivating bargaining of a good or service with sellers and buyers. The goods traded at the Mangkung Market are in the form of clothes, clothes, snacks, sharing necessities, various medicines, and others. Not only that, at the Mangkung Market, they also uphold the trust of a buyer and seller of goods. This is indeed an attraction for the surrounding community. After a trust agreement between the buyer and the seller of the goods, a buyer can also be in debt if there is insufficient money to buy the goods.

The market *also* provides various businesses. In

addition to goods, the Mangkung market *also* provides people who sell services or labour by earning money in return. People who provide their services in the market are usually needed by sellers and buyers who bring a lot of groceries, so they have difficulty bringing these goods, thereby making it easier to hire services by bringing these goods (Latif *et al.*, 2024; Nasution *et al.*, 2023).

In the village where this study is conducted, there are two traditional markets, which the people around the village always hunt. This market has many sellers and buyers in traditional markets. Indeed, bargaining for a good or service is different from sellers of goods or services in malls and supermarkets. Suppose the seller of goods and services at the supermarket has fixed the price of goods and services offered by consumers. The uniqueness of the traditional market does attract the attention of people whose economies are middle to lower because, in this traditional market, there is a bargaining price for goods and services provided by consumers (Amalia, 2020).

To be competitive, the market relies on traders offering high-quality service and food that customers can really eat. To thrive in today's cutthroat business environment, companies need to develop marketing strategies that target consumers. Product and service quality are two aspects that influence customer happiness. How well a product performs its intended tasks—including being dependable, accurate, easy to use, and repairable—is a good indicator of its quality (Muqorobin & Fahmi, 2020; Rahmania, 2023).

So, in order for products and services to be considered high-quality, they must exhibit a number of traits (Alfiyanto, 2020; Alfiyanto *et al.*, 2022; Pratama *et al.*, 2022). In order to strike a balance between customer expectations and reality, other aspects that impact customer happiness include service quality, attempts to fulfil customer needs and wants, and delivery requirements (Adawia *et al.*, 2020).

The market as a trendsetter from the traditional market, which has been changed in concept to be more modern and more contemporary

where it has various business industries in it, has become a phenomenon that is becoming a trend in society, especially among young people and older people (Kustyarini *et al.*, 2024; Sugiyanto, 2009).

The market is attractive because it can be a new alternative to going to the mall. The open market every day is always whole and hunted by visitors who are dominated by parents, children, and young people who are new to it or who are often there. This market has many types of food, clothes, and necessities (Sabrina, 2016; Sofyan, 2024). The market as an object of research is due to the lifestyle trend of people who currently like to visit the place to buy their favorite food and drinks and to meet and stay in touch with friends or colleagues (Simarmata, 2024).

With the possibility of many grocery stores and similar businesses selling groceries and the like in the emerging market, business people must develop the right strategy to retain customers in the fierce competition in the industry. The existence of this market is one of the places to get a balance of supply and demand for the results of services and products and services. Fulfilment and interests are essential and should be determined by the customer's level of interest or satisfaction. As the number of outdoor activities that vary significantly by residents increases, the opportunity for fast, practical, and comfortable people is getting higher (Narasoma, 2021). This market is classified as a unique sales model, where each stall in the market has one type of goods. This is why researchers chose this market as the object of my research.

Research Methodology

Associational research was used in this study. Participants in this research were asked to fill out questionnaires in order to gather data. In order to gather information for this study, researchers used a questionnaire. The purpose of associate research is to collect data from known symptoms without attempting to determine their underlying causes (Lite, 2017; Pohan & Sukmal, 2020). This study is

categorised as associative research because of the depth of its explanations. Studying the connection between two variables, in this case the effect of independent variables (X) on dependent variables (Y), is known as associative research. All customers in this market make up the population. A sampling strategy involves selecting a subset, or "sample," of a population to examine. The research used the formula for the sampling approach (Supardi, 2017). There are several sampling techniques or methods, including purposive sampling. In this case, the researcher uses techniques to collect data, such as Observation, and Questionnaire. The participants in this research were asked to fill out a questionnaire with their thoughts and opinions. In addition, documentation strategies are used to bolster research by providing proof via papers that it has occurred and will not generate user concerns.

Results and Discussion

The Effect of Product Quality on Consumer Satisfaction

According to the statistical studies that have been conducted, customer happiness is positively impacted by product quality. The first hypothesis in this study was rejected, which stated that "product quality has a positive effect on whether it has a positive effect on consumer satisfaction." This conclusion was reached based on the statistical results of the regression test, which had a computed t-value of 1.696 with a t-value of 0.1663, a significant value greater than 0.093 (Sig. > 0.05). This is because of the condition of consumers in the market; they will feel more satisfied with the low quality of the product but will get a lower product price as well. For that reason, customer happiness is unrelated to product quality.

Customers' impressions of the market are heavily influenced by the sellers' responsiveness and alertness when serving them, the pleasantness of the facilities available to them, and the kindness of the vendors themselves. Chase and Aquilano stated that customers determine the quality of products through the features and features that exist in products and services, and the level of customer satisfaction

is influenced by the value they obtain when using the product (Putro *et al.*, 2014). The products sold at Toko Prahasta meet the national product quality standards (SNI) and have gone through the testing process from the factory until they are ready to be sold, so customers do not need to ask any more about the quality. This study's findings that product quality boosted customer satisfaction are in line with those of Worodiyanti (2016) and Priyanto (2024). All the foregoing points to the theory being correct.

Service Quality Towards Consumer Satisfaction

A favourable correlation between service quality and customer happiness was found in the results of the currently available tests of the service quality hypothesis. The statistical results of the regression test showed that "service quality has a positive effect on consumer satisfaction," supporting the second hypothesis of this study. The calculated t-value was 21,369, the table t-value was 0,1663, and the significance value was 0.000, which is smaller than 0.05. According to Tjiptono & Chandra (2016), service is a way of serving customers so that they are satisfied, including speed, accuracy, friendliness, and comfort. If customers feel that all their needs are met and get service that is considered good enough, they may want to buy again (Alfiyanto, 2020). Toko Prahasta tries its best to provide excellent and high-quality service in this regard. Large retail stores have met service standards such as employee friendliness, speed, and service-supporting facilities. Previous studies by Widodo (2016), Worodiyanti (2016), Efnita (2017), and (Priyanto, 2024) found that consumer satisfaction increased as a result of service quality. The hypothesis made has been fulfilled based on the explanation above.

The Influence of Product Quality and Service Quality on Consumer Satisfaction

Statistical analyses have shown that factors relating to product and service quality positively affect customer happiness. This information was derived from the F test findings, which showed a F value of 4,399 and a significance level of 0.015. The absence of a positive influence on satisfaction by product

and service quality is inferred from the fact that the significance value is greater than 0.05 (Sig. <0.05), therefore ruling out the third hypothesis of this research. This computation leads us to believe that greater product and service quality may lead to more satisfied customers. R Squared (R^2) has a known value of 0.086. Here in the West Praya Hook Market in Central Lombok Regency, we can see that product and service quality account for 8.6% of the variance in customer satisfaction. Alternatively, we may say that these variable influences customer satisfaction by 8.6%. With this number, we may deduce that X1 and X2 only account for 8.6% of the variance in customer satisfaction (Y), while other, unstudied factors account for 91.4%. It is known that the determination coefficient value of R square (R^2) for the results of the regression calculation using SPSS is 0.086.

Conclusion

Based on the analysis and hypothesis testing conducted in this study, several conclusions can be drawn. Firstly, customer happiness is unaffected by the product quality variable. This is indicated by the beta value of the regression coefficient for the product quality variable, which is 192, with a significance level of 0.093, which is greater than 0.05. Therefore, Ha1 is not approved. Secondly, customer happiness is positively and significantly impacted by the service quality variable. The significance level of 0.000, which is less than 0.05, in the regression coefficient (beta) value for the service quality variable of 249 clearly shows this. Hence, Ha2 is approved. Thirdly, there is a positive and statistically significant relationship between customer satisfaction and factors such as product quality and service quality. The computed F value of 4.399, with a significance level of 0.015, which is less than 0.05, indicates this, as seen from the results of the F test. Therefore, Ha3 is approved.

This study concludes that although product quality does not have a significant effect on customer happiness, service quality has a significant positive impact. Additionally, the combined quality of products and services also

positively influences customer satisfaction, although the contribution of these two variables only accounts for a small portion of the overall variability in customer satisfaction. Further research is recommended to explore other factors that may more broadly impact on customer satisfaction.

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