



THE EFFECT OF PRODUCT QUALITY ON CONSUMER SATISFACTION OF BALOBO Salted FISH IN DOBO CITY, ARU ISLANDS REGENCY

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ARTICLE INFO

Article history:

Received September, 2022

Revised September, 2022

Accepted September, 2022

Available online September 21, 2022

Keywords: *Product Quality, Consumer Satisfaction*



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ABSTRACT

This study aims to determine the effect of product quality on consumer satisfaction of salted balobo fish in Dobo City, Aru Islands Regency. The research method used in this research is descriptive quantitative. Analysis of the data used is simple linear regression which is processed using the SPSS program. The population of this research is all buyers or consumers of balobo fish in Dobo City, Aru Islands Regency. The sample of this research was taken by using purposive sampling method as many as 50 respondents. The results of the study prove that the hypothesis is accepted, that product quality which includes shape, durability, style, design, adjustment, aesthetics and convenience has a positive effect on consumer satisfaction with the value of Sig. of 0.000 < 0.05, and the value of R² / coefficient of determination of 0.730 or 73% of consumer satisfaction variables can be explained by product quality variables.

1. INTRODUCTION

Products have an important meaning for companies because without products, companies will not be able to do anything from their business. Consumers will buy products if they are interested and feel suitable, therefore the product must be adjusted to the wishes or needs of the buyer so that product marketing is successful. In other words, the manufacture of products is better oriented to market desires or consumer tastes. Kotler (2014), "Product quality is the overall characteristics and characteristics of a product or service on the ability to satisfy stated / implied needs". With the existence of good product quality, this will make consumers satisfied and trust. Customer satisfaction is something that needs to be considered by manufacturers. 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 (Band, 1991). The most important factor for creating customer satisfaction is the performance of the agent which is usually defined by the quality of the agent (Mowen, 2002). If what consumers want is fulfilled, consumers will be more satisfied. Manufacturers must have a strategy to improve product quality, so that consumers continue to buy products continuously. Continuous purchases mean that consumers have loyalty to the product.

Product quality is an understanding that the products offered by the seller have more selling value than competing products do not have. Therefore the company tries to focus on product quality and compare it with products offered by competing companies. Product quality reflects the product's ability to carry out its duties which include durability, reliability, progress, strength, ease of packaging, product repair, and other characteristics (Kotler and Armstrong, 2016). Consumer satisfaction is the key to the success of a company to be able to retain consumers to make repeat purchases of products from the company or even recommend them to family, friends and people around them to buy these products. Lupiyoadi (2013), there are five main factors that influence consumer satisfaction, namely: product quality, that is, customers will feel satisfied if their results show that the products they use are of high quality, (a) quality of service or services, namely customers will feel satisfied if they get good service or as expected, (b) emotions, namely the customer will feel proud and gain confidence that other people will be amazed by him when using a product with a certain brand which tends to have a higher level of

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satisfaction. The satisfaction obtained is not because of the quality of the product but social or self-esteem that makes customers feel satisfied with certain brands, (c) Price, namely products that have the same quality but set a relatively cheap price will provide higher value to customers, and (d) Cost, namely customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

Based on the background, the formulation of the problem in this study is: Is there an effect of product quality on consumer satisfaction of salted balobo fish in Dobo City, Aru Islands Regency? This study aims to determine the effect of product quality on consumer satisfaction of salted balobo fish in Dobo City, Aru Islands Regency.

LITERATURE REVIEW

Product Quality

Quality is the extent to which a product meets its specifications. A product is a set of tangible physical attributes that are assembled in an identifiable form. While the product quality parameter is how capable customers feel of satisfaction, not only that the product can mean that it has a function of how manufacturers can maintain customer assessment views about their products. Kotler (2000:67) translated by Hendra Teguh and Rony A.Rusli said that: "The notion of product quality is the overall characteristics of a product that affect the ability to satisfy stated / implied needs.

Tjiptono (2008), quality reflects all dimensions of product offerings that generate benefits for customers. The quality of a product in the form of goods or services is determined through its dimensions. Dimensions of product quality Tjiptono (2008) are:

- a. Performance (performance), related to the basic operating characteristics of a product.
- b. Durability, which means how long or the age of the product in question lasts before the product must be replaced. The greater the frequency of consumer use of the product, the greater the power of the product.
- c. Conformance to specifications, namely the extent to which the basic operating characteristics of a product meet certain specifications from consumers or no defects are found in the product.
- d. Features, are product characteristics designed to improve product functions or increase consumer interest in the product.
- e. Reliability (reliability), is the probability that the product will work satisfactorily or not within a certain period of time. The less chance of damage, the more reliable the product is.
- f. Aesthetics (aesthetics), relates to how the product looks.
- g. Perceived quality (impression of quality), is often said to be the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question.
- h. Serviceability, including speed and ease of repair, as well as the competence and friendliness of service staff.

Consumer Satisfaction

Satisfaction (Tjiptono, 2014: 353) comes from the Latin "satis" which means good enough or adequate and "facio" means doing or making. consumer satisfaction is an evaluation of the surprise that is inherent or attached to product acquisition and/or consumption experience. Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Sutisna, 2001)). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. Basically the purpose of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including the influence between the company and consumers to be harmonious, provide a good basis for repeat purchases and create consumer loyalty, and form a word of mouth recommendation that is profitable for the company. definition of customer satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is the consumer's response to the evaluation of the perceived discrepancy between previous expectations (or other performance norms) and the actual performance of the product that is felt after its use.

Dimensions of Consumer Satisfaction

Consumers feel satisfied if their expectations are met or will be very satisfied if consumer expectations will be exceeded. Irawan (2004:37), there are five main dimensions of customer satisfaction, namely:

1. Price: For sensitive customers, usually low prices are an important source of satisfaction because they will get high volume for money. This price component is not important for consumers who are not price sensitive.

2. Quality of service: Quality of service is highly dependent on three things, namely systems, technology and people. Consumer satisfaction with service quality is difficult to imitate because the formation of attitude and behavior is in line with consumer desires.
3. Product quality: Consumers will feel satisfied after buying and using the product if the product quality is good.
4. Emotional factor: Addressed to consumers for the satisfaction they get in using a product that creates a sense of pride and confidence by consumers.
5. Ease: Ease of obtaining these service products, ease of payment can make consumers feel satisfied, if it is relatively easy, comfortable and efficient in getting the product.

Consumer Satisfaction Measurement

Philip Kotler (1994) in Fandy Tjiptono (2008) suggests several ways that can be done to measure satisfaction, namely:

1. Complaints and Suggestion System
2. Organizations that are customer-centred (Customer-Centered) provide extensive opportunities for their customers to submit suggestions and complaints, for example by providing a suggestion box, providing comment cards and so on. This information can provide ideas and input to the company and allow it to react quickly and quickly to solve problems.
3. Consumer Satisfaction Survey
4. This method can be done by post, telephone or personal interview. Through surveys, the company will get responses and feedback directly from customers and at the same time give a positive sign that the company pays attention to its customers.
5. Ghost Shopping
6. This method is done by employing several people (ghost shoppers) to act as customers or potential buyers of competing company's products, then submit their findings regarding the strengths and weaknesses of competing company's products. In addition, ghost shoppers can also observe how to handle complaints.

2. METHODS

This research method uses quantitative methods. The research population is the total number of units or individuals whose characteristics are to be studied. The population in this study is the entire community of balobo fish consumers in Dobo City, Aru Islands Regency. The sample is part of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population. In this study, the sample used was 50 respondents who had bought and consumed balobo salted fish more than 2 times. This type of research uses a quantitative type with a descriptive method. Sugiyono (2012) quantitative research is a research method that uses data processing in the form of numbers as a tool to analyze and conduct studies, especially about what has been researched. Quantitative descriptive research is research that aims to explain existing phenomena by using numbers to summarize the characteristics of individuals or groups (Syamsudin and Damayanti: 2011).

The data used are usually on an interval or ratio scale.

The simple regression formula is as follows:

$$Y = a + bX$$

Information:

Y = Dependent Variable / Customer Satisfaction

X = Independent variable / Product Quality

a = Constant (the value of Y if X = 0)

3. RESULTS AND DISCUSSIONS

Results

The validity test was carried out to ensure that each item in the research instrument was able to measure the variables specified in this study. Validity test is carried out by item analysis, where each value obtained for each item is correlated with the total value of all items of a variable.

Table. 1 X Variable Validity Test Results

Variabel	No. Item	Pearson Corelation	Signifikansi	Information
Product	1	0,842	0,000	Valid

quality (X)	2	0,775	0,000	Valid
	3	0,817	0,000	Valid
	4	0,848	0,000	Valid
	5	0,783	0,000	Valid
	6	0,836	0,000	Valid
	7	0,790	0,000	Valid

It can be seen based on the table above that all statement items from the variable X (product quality) are declared valid because all statement items have a value of 0.000.

Table. 2 Y Variable Validity Test Results

Variabel	No. Item	Pearson Corelation	Signifikansi	Information
Consumer satisfaction (Y)	1	0,737	0,000	Valid
	2	0,921	0,000	Valid
	3	0,853	0,000	Valid
	4	0,878	0,000	Valid
	5	0,929	0,000	Valid
	6	0,895	0,000	Valid
	7	0,830	0,000	Valid

It can be seen based on the table above that all statement items from the Y variable (consumer satisfaction) are declared valid because all statement items have a value of 0.000.

Reliability Test

Reliability test is used to measure whether a questionnaire is reliable or not. The questionnaire is said to be reliable or reliable if the answer from someone to the statement is consistent or stable from time to time (Ghozali 2011:47). The reliability test in this study uses the Cronbach Alpha method. A variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 (Ghozali, 2011:48).

Table. 3 X. Variable Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.878	7

From the reliability test of the X variable, it can be seen in the results of the statistical reliability output in the table above where the results obtained from Cronbach'Alpha of 0.878 are greater than 0.60, so the questionnaire item is said to be reliable.

Table. 4 Uji Reliabilitas Variabel Y

Cronbach's Alpha	N of Items
.940	7

From the reliability test of the Y variable, it can be seen in the results of the statistical reliability output in the table above where the results obtained from Cronbach'Alpha are 0.940 greater than 0.60, so the questionnaire is said to be reliable.

Discussion

The results of the regression have a significant value of 0.000 and the answers from all respondents strongly agree that it can be seen on the rating scale, which is very good. This means that Product Quality Influences on Consumer Satisfaction. This research is supported by the theory from Kotler (2000:67) which is translated by Hendra Teguh and Roni, Juran (1993), Deming (1982), and Felgenbaum (1986), that product quality is a characteristic of a product that affects the suitability of use. products to meet consumer satisfaction needs and product suitability for consumer needs and expectations of consumers. For this reason, the theories above are in line with the results of this study that Product Quality Influences on Consumer Satisfaction.

This study is in accordance with previous research by Monica, Maria and Muhammad Yusak Anshori (2013) that the quality of products and services partially and simultaneously has a positive effect on consumer satisfaction and Tias Windarti and Mariaty Imrahim (2017) the quality of products and services partially or simultaneously has a positive effect on consumer satisfaction and from the results of this study Product Quality Influences on Consumer Satisfaction.

4. CONCLUSION

Based on the results of the study, the conclusion is, Product Quality Affects Consumer Satisfaction in Dobo City, Aru Islands Regency, as evidenced by the results of a simple linear regression test with a significance value of 0.000.

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