QUALITY OF SERVICE AND PRODUCT QUALITY ON CONSUMER SATISFACTION OF TUPPERWARE USERS IN MEDAN

Eka Umi Kalsum
Faculty of Economics, Al-Azhar University Medan
ekaumi1979@gmail.com

Abstract

This study describes the quality of service and product quality on consumer satisfaction of Tupperware users in Medan. The theory used in this study includes the theory of service quality, product quality, and customer satisfaction. The population in this study is the general public who use Tupperware in Medan as many as 80 people. The data analysis model used is multiple linear regression analysis. The research method uses a descriptive quantitative approach that is supported by a survey, and is explanatory.

The results of the study by testing the t-$_{test}$ hypothesis showed that service quality had a positive and significant effect on consumer satisfaction of Tupperware users in Medan. Product quality has a positive and significant effect on consumer satisfaction for Tupperware users in Medan. The results of the F $_{test}$ indicate that service quality and product quality have a positive and significant effect on consumer satisfaction for Tupperware users in Medan. The value of the coefficient of determination (R^2) of service quality and product quality is able to explain the consumer satisfaction variable of 79.9 % and the remaining 20.1% is influenced by other variables not examined in this study such as price, promotion distribution, and so on.

Keywords: Service quality, product quality, customer satisfaction

1. INTRODUCTION

Maximum service quality and supported by good product quality will certainly realize the desires and expectations of consumers in achieving satisfaction with the use of a product. Service quality is a dynamic condition associated with products, people, processes and environments that meet expectations. Matters concerning service, namely the human factor that serves, the tools or facilities used to provide services, the working mechanism used and even the attitude of each person who provides services and those who are served. Problems that occur regarding the quality of service on Tupperware products are still classified as unfavorable conditions, this can be seen from the delay in the product reaching the hands of consumers, this is due to poor cooperative relations between employees and customers, where employees do not communicate well with consumers. . Tupperware always prioritizes the quality of the products it sells in order to maintain the good name of the company in the eyes of consumers. Tupperware products have advantages compared to other similar products such as tight lids so that some types of food and drinks in them do not go stale quickly, this type of beverage container has a tight lid, prevents leakage, plastic material that is easy to clean from oil marks, very color and shape. varied and very interesting. Even though there are so many advantages of Tupperware products, there are still problems that must be faced, such as some types of plastic that are not heat-resistant. In terms of satisfaction, consumers are still

dissatisfied with the services provided by the company, this can be seen from consumer disappointment over the delay in products reaching consumers and also the presence of several types of plastic that are not heat resistant.

Based on the description that has been stated above, the objectives of this research are as follows:

1. To find out and analyze the effect of service quality on consumer satisfaction of Tupperware users in Medan
2. To find out and analyze the effect of product quality on consumer satisfaction of Tupperware users in Medan
3. To find out and analyze the effect of service quality and product quality on consumer satisfaction of Tupperware users in Medan

2. LITERATURE REVIEW

According to Tjiptono (2017) service quality is a measure of how well the level of service provided is able to meet customer expectations. Meanwhile, according to Kotler and Keller (2013: 99) service quality is a dynamic condition that relating to products, services, people, processes, and the environment that meet or exceed expectations. According to Gronroos (2000) there are four factors that affect service quality: 1). Maintain and pay attention, that consumers will feel that existing employees and operational systems can solve their problems; 2). Spontaneity, where employees show a desire to solve consumer problems; 3). Problem solving, Employees who deal directly with consumers must be based on existing standards, including training provided to be able to provide better service; 4). Repair, if things happen that are not desirable must have special efforts to overcome these conditions.

According to Sangadji (2013) there are 5 service quality indicators, namely: 1). Reliability, namely the ability to provide the promised service accurately and the ability to be trusted, especially providing services on time, in the same way according to the promised schedule, and without committing error; 2). Responsiveness, namely the willingness or desire of employees to help provide services needed by consumers, by delivering clear information. These include communication, credibility, security, competence, and courtesy; 3). Assurance, including knowledge, ability, friendliness, and trustworthiness of personal contacts to eliminate the nature of consumer doubt and make them feel free from danger and risk; 4). Empathy, which includes the attitude of personal or company contacts to understand needs and difficulties, consumers, good communication, personal attention, and ease of communication or relationships; 5). Tangible evidence, namely the ability of a company to show its existence to external parties. The appearance and capabilities, reliable physical facilities and infrastructure of the company are tangible evidence of the services provided by the service provider.

According to Kotler and Armstrong (2013) product quality is a characteristic of a product or service that is capable of bearing promises or insertions to satisfy consumer needs. Meanwhile, according to Purnama (2008) product quality is the suitability between the needs and desires of the product into the specifications of the resulting product.

According to Assauri (2011) the factors that affect product quality are as follows: 1). The function of a product which is a product that is produced should pay attention to the function for what the product is used for so that the resulting product

must be able to actually fulfill that function. While the highest level of decision is not always fulfilled or achieved, then the level of quality of a product depends on the level of fulfillment of the user's decision function that can be achieved; 2). Outer Appearance of the Product is One of the important factors and is often used by consumers in seeing the product for the first time to determine the quality of the product is the external form of the product. Although the products produced are technically or mechanically advanced, but if the external appearance is less attractive it will be difficult to accept, then this can cause the product to be disliked by consumers; 3). The cost of the product, generally the cost and price of a product will determine the quality of the product. This can be seen from products that have high costs or prices indicating that the quality of these products is relatively better. On the other hand, a product that has a low price can show that the quality of the product is relatively cheaper.

The goals of product quality according to Kotler (2012) include: 1). Strive so that the goods produced can reach the standards set; 2). Try to keep inspection costs as small as possible; 3). Trying to keep the design costs of a particular production as small as possible. According to Tjiptono (2011) in evaluating the quality of products, consumers generally refer to various indicators such as: 1). Performance is the main operating characteristic of the purchased core product; 2). Features which are secondary or complementary Characteristics; 3). Reliability i.e. Less chance of damage or failure to use; 4). Conformance with Specifications is the extent to which the design and operating characteristics meet predetermined standards; 5). Durability Relating to how long the product can continue to be used; 6). Aesthetics Product appeal to the five senses; 7). Perceived Quality is the image and reputation of the product as well as the company's corporate responsibility towards it.

Consumer satisfaction according to Rangkuti (2014) that consumer satisfaction is the difference between the level of importance and performance or perceived results, consumers will feel satisfied if the consumer's desires have been fulfilled by the company as expected. According to Assauri (2011), there are five main strategies in relationship marketing & management (RM), namely: 1). The main service strategy is to design and market core services that can underlie the growth of customer relationships. This service is more aimed at basic needs for the target market, and not secondary needs; 2). Relationships with consumers, namely adapting the services or services offered according to the characteristics and specific needs of individual consumers; 3). Additional services, namely adding extra services to the main service to differentiate the company's products from competitors' offerings; 4). Relationship with price, namely using price as an incentive to establish long-term relationships; 5). Marketing from within, namely creating an organizational climate that can ensure that the right service staff deliver the right services.

Meanwhile, according to Tjiptono (2011) there are four methods to measure customer satisfaction, namely: 1). Complaints and Complaints System (Advice and Complaint System); 2). Ghost Shopping (Mystery Shopping); 3). Lost Customer Analysis; 4). Customer satisfaction survey. According to Kuswadi (2014) Customer satisfaction is influenced by several things, namely: 1). Quality of Products or Services That is about the quality of products or services that are more qualified in terms of their physical appearance; 2). Quality of Service is Various types of services will always be criticized by customers, but if the service meets customer expectations then indirectly

the service is said to be of quality; 3). Price is the most sensitive thing to meet customer needs. Customers will tend to choose products or services that offer lower prices than others; 4). Delivery Time It means that both the distribution and delivery of products or services from the company can be on time and in accordance with the agreed agreement; 5). Security Customers will be satisfied if the product or service used has a security guarantee that does not endanger the customer.

Kotler (2012) states that there are 3 (three) components to measure customer satisfaction, namely: 1). Service suitability as expected. This relates to the customer's perception of how they feel about the services provided by the service provider. If the service they receive is in accordance with what they expect then the customer will be satisfied, or vice versa; 2). Suitability of the Service with the price paid. The suitability of the service for the price paid is related to the customer's perception of how they feel; 3). Customer satisfaction with the services offered. In this case, it relates to the perception of whether or not customers are satisfied with the services offered.

The conceptual framework in this study can be described in the form of a chart as follows:

Figure 1. Conceptual Framework
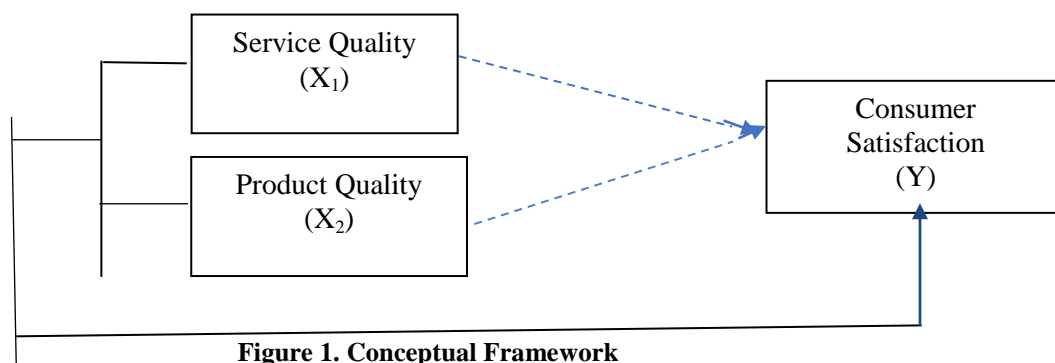
From the above theory and framework, several hypotheses can be drawn up as follows:
1. Service quality has a positive and significant effect on consumer satisfaction of Tupperware users in Medan.
2. Product quality has a positive and significant effect on consumer satisfaction of Tupperware users in Medan.
3. Service quality and product quality have a positive effect on consumer satisfaction of Tupperware users in Medan.

3. RESEARCH METHOD

This research was conducted in Medan, North Sumatra Province. The type of research data is quantitative which consists of primary and secondary data. The research method uses a descriptive quantitative approach that is supported by a survey, and is explanatory. According to Sugiyono (2016) survey research is a research method used to obtain data that occurred in the past, or currently, about beliefs, opinions, characteristics, behavior, variable relationships to test several hypotheses from samples taken from certain populations. This study uses data collection and collection techniques by means of questionnaires and interviews.

The population in this study is the general public who use Tupperware in Medan, amounting to 80 people. So the sample in this study was 80 people who were selected using the convenience sampling method, namely samples that were found easily. The reason for using this method is because the number of Tupperware users in the field is not identified.

The statistical test tool used to analyze the hypothesis in this study is the t $_{test}$ and the F $_{test}$. To determine the extent of the relationship between the independent variables and the dependent variable, Multiple Regression Analysis is used. The multiple linear regression equation model in this study is as follows: , by looking at the R-Square. The greater the value of the independent variable R-Square, the greater the variable that dominates the dependent variable.

4. RESULTS AND ANALYSIS

To find out the results of research regarding the perspective of service quality and product quality on consumer satisfaction of Tupperware users in Medan, the following are the results of several tests relevant to the research, including: results of multiple linear regression, coefficient of determination test, t $_{test}$, and F $_{test}$.

Table 1. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.416	.275	
	Service Quality	.262	.092	.282
	Product Quality	.653	.098	.662

a. Dependent Variable: Consumer Satisfaction

From the results of the multiple linear regression test shown in table 1. above, the following multiple linear regression equation is obtained:

$$Y = 0.416 + 0.262X1 + 0.653X2 + e$$

Information :
Y = Consumer Satisfaction
a = Constant
X_1 = Service Quality
X_2 = Product Quality
b_1 = Multiple regression coefficient X to the dependent variable Y
e = error

Table 2. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894[a]	.799	.790	.26469

a. Predictors: (Constant), Service quality, Product quality

From table 2 above, the coefficient of determination obtained is 0.799. This means that 79.9% of customer satisfaction is influenced by service quality and product quality variables, while the remaining 20.1% of customer satisfaction is influenced by other variables not examined in this study such as price, distribution, promotion and so on.

Table 3. t test Result

Dependen Variabel Y = Kepuasan Konsumen					
Variabel Independen (Dimensi Kualitas Produk)	*Unstandardized Coefficients*		*Standardized Coefficients*	**t**	**Sig**
	B	**Standar Error**	**Beta**		
C = *Constanta*	.416	.275		1.511	.138
Service Quality (X_1)	.262	.092	.282	2.837	.007
Product Quality (X_2)	.653	.098	.662	6.652	.000

Based on table 3 above, it is found that the tcount value of the Service Quality variable obtained is 2.837 which is greater than the ttable value of 1.67591 with a significance level of 0.007 < smaller than the alpha significant level that has been set at 0.05. Thus Ho is rejected and Hα is accepted, partially Service Quality (X_1) has a positive and significant effect on Consumer Satisfaction (Y) Tupperware users in Medan.

Based on table 3 above, it can be determined that the t-count value of the Product Quality variable on Consumer Satisfaction is obtained at 3.607, which is greater than the t-table value of 1.67591 with a significance level of 0.000 < smaller than the alpha significant level that has been set at 0.05. Thus Ho is rejected and Hα is accepted, partially Product Quality (X_2) has a positive and significant effect on Consumer Satisfaction (Y) Tupperware users in Medan.

Table 4. F test Result
ANOVA[b]

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Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	13,083	2	6,541	93,368	,000ᵃ
Residual	3,293	47	,070		
Total	16,375	49			

a. Predictors: (Constant), Service Quality, Product AQuality
b. Dependent Variable: Konsumer Satisfaction

Based on the significant value generated, it is known that the significant value of the F test conducted is 0.000 where this significant value is much smaller than 0.05. The results of the F test from the table above show that the Fcount obtained is 93,368. This Fcount value is much greater than the Ftable value of 3.195. So accept Ha and reject Ho. So based on the F test it can be concluded that Service Quality (X₁) and Product Quality (X₂) simultaneously have a significant effect on Consumer Satisfaction (Y) Tupperware users in Medan.

The effect of service quality on consumer satisfaction of Tupperware users in Medan (test hypothesis 1). It is hypothesized that service quality has a positive and significant effect on consumer satisfaction for Tupperware users in Medan. This study proves that service quality has a positive effect on consumer satisfaction for Tupperware users in Medan. While the significance test by comparing the values of tcount and ttable obtained the value of tcount (2.837) > ttable (1.67591), meaning that service quality has a significant effect on consumer satisfaction for Tupperware users in Medan with a 95% confidence level (α 0.05). From the results of the study it was stated that hypothesis 1 was proven.

The effect of product quality on consumer satisfaction of Tupperware users in Medan (test hypothesis 2). It is hypothesized that product quality has a positive and significant effect on consumer satisfaction of Tupperware users in Medan. This study proves that product quality has a positive effect on consumer satisfaction of Tupperware users in Medan. While the significance test by comparing the values of tcount and ttable obtained the value of tcount (3.607) > ttable (1.67591), meaning that product quality has a significant effect on consumer satisfaction of Tupperware users in Medan with a 95% confidence level (α 0.05). From the results of the study it was stated that hypothesis 2 was proven.

The effect of service quality and product quality on consumer satisfaction of Tupperware users in Medan (test hypothesis 3). It is hypothesized that service quality and product quality have a positive and significant effect on consumer satisfaction of Tupperware users in Medan. Based on the results of the research on the effect of service quality and product quality on consumer satisfaction of Tupperware users in Medan by comparing the values of Fcount and Ftable, it is obtained that Fcount (93,368) > Ftable (3.195), meaning that service quality and product quality have a significant effect on consumer satisfaction for Tupperware users in Medan. From the results of the study it was stated that hypothesis 3 was proven.

5. CONCLUSION

Based on the research results, there are 3 conclusions that are relevant to the problems studied in this study, namely:

1. Service quality has a positive and significant effect on consumer satisfaction for Tupperware users in Medan.
2. Product quality has a positive and significant effect on consumer satisfaction for Tupperware users in Medan
3. Service quality and product quality have a positive and significant impact on consumer satisfaction of Tupperware users in Medan.

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