

Analysis Of Product Quality In Manisan Sumatra, Medan

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Abstract

The purpose of this research is to determine the quality of the product in Manisan Sumatra, Medan. The method used in this research is descriptive qualitative research method. The data collection method used by the author in this study is through the interview method. Data obtained from interviews using source triangulation, where the informants in this study were 5 customers in Manisan Sumatra, Medan. The data of this study were analyzed using the data analysis method proposed by Miles & Huberman, namely: Data Reduction, Data Display, and Conclusion Drawing. In this study, the authors found several findings, such as customers still not satisfied with the quality of the taste of the product served by Manisan Sumatra, Medan because the taste of the product is inconsistent, and the appearance of the product is considered less attractive for customers to buy, such as the packaging used is less attractive.

Key words: Product Quality, Marketing

1. Introduction

In this day and age, knowledge and technology are advancing rapidly. So that the economic life of the community is increasing. The public's interest in opening new businesses is getting higher. All business related matters are well prepared. This is done with the aim of attracting customer interest and can provide satisfaction to customers.

One of the most popular businesses today is the culinary business. Because people now prefer something practical and fast. The main human needs are clothing, food and shelter. Food needs are very important for survival and this can be met if people have food. Therefore, business progress and competitive competition have a positive impact on consumers because business people compete by providing good quality products at affordable prices so that consumers can be more interested in the products they sell.

Product quality is the factors contained in an item or result that causes the goods or results to be in accordance with the purpose of the goods being produced. (Astuti & Amanda, 2020). Product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono).

Medan Manisan Sumatera, which is located in the beautiful Cemara complex, Jalan Boulevard Timur, No. 8 VV, Medan is one of the legendary sweets shops in North Sumatra, especially Medan. Sweets Sumatra sells various kinds of sweets, types of pastries, candies and snacks. In carrying out every activity the company is required to have reliable management in each of its services to consumers. Many customers said that the taste offered is ordinary. Sometimes it tastes good and sometimes it doesn't taste good. The appearance of the products being sold looks normal. Not attracting customers so few people come to visit this shop. This can be a serious problem for the company.

1.1 Objectives

The purpose of this study was to prove the effect of product quality at Manisan Sumatera, Medan

2. Literature Review

Product quality

According to (M. Indrasari, 2019), "Products are a collection of attributes that are real or not real, including packaging, color, price, quality, and brand plus the services and reputation of sales". Product quality is the factors contained in an item or result that causes the goods or results to be in accordance with the purpose of the goods being produced. (Miguna & Nurhafifah, 2020). There are eight product quality dimensions that can be used as a framework for strategic planning and analysis, namely :

1. Performance

Namely the operating characteristics and the core product purchased. Relates to the results of product benefits.

2. Features

That is a complementary characteristic or benefit that usually adds to the ease of operation. When the main benefits are standard, features are often added. The idea is that features can improve product quality if competitors don't have them.

3. Reliability

That is how likely it will be damaged or failed.

4. Improved Ability

Includes speed, convenience, ease of repair, service, and satisfactory complaint handling.

5. Suitability

That is how far the design and operating characteristics meet the applicable standards and product design.

6. Durability

That is how long the product lasts and continues to be used. Usually measured by the technical life and economic life of the product.

7. Aesthetics

Namely the appeal of the product to the five senses (taste, aroma, sound, beauty, etc.).

8. Perceived Quality

Related to the image of the company. Usually not only the brand, also from the reputation of the company, even the country of manufacture.

3. Methods

The research methodology that the author uses is a qualitative research method where this method is a method that does not use numerical research data - numbers and analysis uses statistics. The research method used by the author is qualitative research where research uses qualitative data (data in the form of data, sentences, schemes, and pictures) and descriptive research where research is carried out to determine the value of independent variables, either one or more variables (independent). without making constructs and, or linking one variable to another. The author uses qualitative research and a descriptive approach because the research carried out only explains independent variables without any relationship (relation/comparison) between the variables and the data collected is data that is not in the form of numbers, but in the form of data, sentences, schematics. as well as pictures that are structured and can explain / describe the phenomena associated with the research.

4. Results and Discussion

To find out the quality of the product in ManisanSumatra, Medan. So the author will analyze the data using the Miles and Heberman method, namely by direct reduction with 5 customers who are customers who make purchases more than 2 times and also make visits more than 2 times.

Indicator	Results
Perfomance	Manisan Sumatera has a pretty good performance in service to its customers
Features	Manisan Sumatera has different characteristics compared to competitors who have almost the same product
Reliability	Manisan Sumatera is quite fast in serving customer complaints.

Ability of the Product	The comfort created by ManisanManisan Sumatera is quite comfortable and good service
Product	Product conformity that meets the standards
Durability	Durability of the product is durable and long lasting
Aesthetics	A pretty good attraction for customers
Perceived Quality	Brand image matches what others say,

From the results of interviews that the authors did through checking the data that has been obtained through several sources. The author found several findings, namely:

1. The quality of products from each customer is different because customers have their own tastes. Manisan Sumatera still need to improve the quality of the products sold. Starting from product presentation, taste, friendly waiters and increasing product durability at Sweets Sumatera – Medan.
2. Some customers are still less interested when they see the appearance of the product or the plating of the food at Manisan Sumatra. The appearance of the products sold by Manisan Sumatera still needs to be improved. Because customers will be interested in buying when the appearance of the product is attractive in the eyes of the customer.
3. Manisan Sumatera are less consistent in the portion sold or served. Customers are not satisfied with the portion, maybe the majority of men say that because the portion of men is more

5. Conclusion

From the results of the research conducted by the author, the authors conclude that the quality of the products in Manisan Sumatra is still the hope of customers so that they can continue to buy at Manisan Sumatera Medan. This can be seen from the products sold to customers that are still lacking in terms of taste which is still inconsistent and the service/serving of food is not fast and inconsistent in the portions served.

The results of research conducted by this author can be used as input by Manisan Sumatera to improve product quality, especially improving taste quality so as to increase customer satisfaction. Because the quality of food products has a big influence on customers. Which means the product quality is good and customers will be happy and satisfied.

Improving the appearance of products that are considered less attractive to customers to buy. Manisan Sumatera can improve appearance starting from the packaging that can be designed as attractive as possible and also unique. Product quality is a condition where an item is of value according to a predetermined standard of measurement. The more according to the standards set, the higher the quality of the value of the goods. (Tengku Firli Musfar, 2020).

So Manisan Sumatra must improve the packaging of the products being sold. Can be with a design in advance, a unique design and different from competing products. So customers will be more interested in the products.

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Biographies

Susanto was born in PangkalanNyirih, February 22, 2000. He lives in Medan to continue his education. The author is a Final Year Diploma III Student of the Corporate Management Study Program at Cemdana Polytechnic, the author will continue his education to the next level, namely Strata One.

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