

Analysis of Tires Product Quality at PT. Berkah Andal Sukses, Medan

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Abstract

This research was conducted to know that improving the quality of a product is very important for the company so that customers continue to have consistency in buying these products and the level of customer satisfaction will also increase because one of the things that consumers pay most attention to is the quality of the product to be purchased. The research method used in this research is the descriptive qualitative method. The data collection methods used are unstructured interviews and observation methods. From the results of an unstructured interview with one of the customers with the initials "GB" at PT. Berkah Andal Sukses, Medan, it can be said that the quality of tire products at PT. Berkah Andal Sukses, Medan is declining. In this study, researchers found that customers were still dissatisfied with the quality of the rubber used for these tire products

Keywords: Product Quality, Customer Satisfaction

Introduction

As humans as well as consumers will consider many things in deciding to buy a product. One of the things that consumers pay attention to is the quality of the product to be purchased. Product quality has indicators that can be used to analyze the characteristics of a product. "Product quality has eight indicators" (Tjiptono, Fandy. Gregorius, 2016) in the form of performance (performance), namely the workings of a product, the second features (additional features or characteristics) namely secondary or complementary characteristics, the third reliability (reliability), namely it is less likely to be damaged or fail to use, the fourth is conformance to specification, namely the extent to which the design and operating characteristics meet the standards that have been previously set, the fifth is durability, namely how long or the age of the product can survive before the product has to be replaced, the sixth serviceability includes speed, competence, comfort, ease of repair and satisfactory handling of complaints, the seventh is

esthetics, namely the attractiveness of the product to the five senses, the eighth is perceived quality. perceived) namely the image and reputation of the product and corporate responsibility.

In this day and age, many companies do not pay much attention to the quality of the products they sell. The company's main priority today is the quality of the products to be sold. If the company does not focus on improving product quality, indirectly sales from the company will also decline. The purpose of improving product quality is so that the product is in demand, purchased, and consumed by consumers so that the company's goals to grow and develop can be achieved. "Product quality is one of the keys to competition among business actors offered to consumers". (Kotler, 2016). In addition, "Customers are the most important people in the company. Customers do not depend on us but we who depend on them" (Silvia et al., 2021). According to research conducted by Andrean "The quality offered can be a consideration for product purchases"(Harga et al., n.d.)

Based on information obtained from one of the customers with the initials "GB" the quality of the rubber used for tire products has begun to decline because the tires often wear out when used. Due to the quality of the rubber used starting to decline, some customers don't even subscribe anymore, and based on the background of the problem, the researcher will research the problem with the title "Analysis of Tire Product Quality at PT. Berkah Andal Sukses, Medan".

Objectives

The object of research that will be examined in this study is the quality of tire products at PT. Berkah Andal Sukses, Medan. The following things that will be discussed further by researchers are as follows:

"How does PT. Berkah Andal Sukses, Medan improves the quality of the rubber that will be used in tire products?"

"Does the quality of tires influence sales at PT. Berkah Andal Sukses, Medan"

Literature Review

2.1 Definition of Product Quality

The product is the main thing that must exist in a company. With the product, there will be buying and selling activities between the company and consumers or customers. A product is something complex, both tangible and intangible, which includes packaging, price, company prestige, and company services received by buyers to satisfy their wants and needs. The product itself is classified into 2, namely services and goods. Service products can only be felt (intangible), while goods can be seen and felt (tangible). "Product quality is the ability of a product to carry out a function which includes reliability, durability, ease of operation, accuracy, product goodness or other valuable attributes". (Runtunuwu, Johanes, Gerardo. Sem, 2019)

2.2 Elements of Product Quality

"Direct measurement of the desired quality properties is not easy so other quality properties are applied, which are called substitute qualities. The nature of substitutes must also reflect consumer demands"(Wijaya, 2018). The elements of product quality that are applied as substitute properties are as follows :

1. Reasonable price

A product does not necessarily have absolutely good quality, the most important thing is that the product meets the demands of consumer needs. Because in addition to physical properties, consumers also have to look for a reasonable price, so producers need to pay attention to the price.

2. Economical

- Consumers seek economic properties such as minimum energy requirements, minimal breakdowns, minimum maintenance, and security costs but wide use.
3. Durable
Users expect that products are made of materials that are durable and resistant to drastic changes over time.
 4. Safe
A product is expected to be safe to use and not endanger life.
 5. Easy to use
Generally, products are designed for the average consumer in general, whose use does not require special training first. Consumers expect to use the product immediately, continuously, and without difficulty.
 6. Easy to make
This has to do with production costs. Production must be made from materials that are easily obtained, and easy to store and the production process does not require certain special processes and skills.
 7. Easy to dispose or recycle
In today's environment where the population is getting higher, products that have run out of use are expected to be thrown away easily. Items that are no longer useful become items that are proven to be annoying and sometimes harmful. The nature of the product being easily disposed of does not mean that it is disposed of anywhere, but that it is disposed of in its place without requiring additional costs. This product that has run out of benefits can be recycled to avoid environmental pollution and still protect the environment.

2.3 Dimensions of Product Quality

(Yamit, 2017) suggests the specifications of the dimensions of product quality that are relevant to customers which are grouped into six dimensions, namely:

1. *Performance*

This dimension measures the extent to which the product can function as the main function of the product. The most important thing for the customer is whether the quality of the product reflects the real situation or whether there is a way the service is delivered in the right way.

2. *Range and type of features*

This dimension concerns the completeness of the additional features of a product, apart from having the main function, it is also equipped with other complementary functions. The capabilities of products and services such as the benefits and uses of the product if it will be used.

3. *Reliability and durability*

The reliability of the product under normal use and how long the product can be used until the repair is required. Reliability is a dimension that concerns the possible level of failure of use. Durability is a dimension related to how long the product can continue to be used for a certain period.

4. *Maintainability and serviceability*

Ease of operation of the product and ease of repair and availability of replacement parts. This dimension describes the ease with which the product can be carried out with its care by the user.

5. *Sensory characteristics*

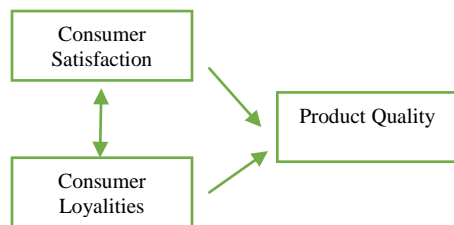
Appearance, style, taste, attractiveness, smell, taste, and several other factors may be important aspects of quality. This dimension describes how the product looks to attract the attention of consumers.

6. *Ethical profile and image*

Quality is the biggest part of the customer's impression of products and services. This dimension explains how these perceptions relate to the big name or reputation of the company or brand.

Methods

Research on the quality analysis of tire products was conducted at PT. Berkah Andal Sukses which is addressed at Jln. Sutomo No. 31, Medan, and research activities have started since the research proposal and research permit, namely from January 2021 to June 2021. The type of data taken in conducting this research is primary data. Because the researchers used the interview and observation method, the objects being interviewed were employees and customers who subscribed to PT. Berkah Andal Sukses, Medan. The method used in this research is descriptive qualitative. This method can be interpreted as a problem-solving procedure investigated by describing the state of the object of research. This study will describe the analysis of the quality of tire products at PT. Berkah Andal Sukses, Medan. The following is a research framework for whether product quality has a major influence on customer satisfaction:



Data Collection

Data collection is a systematic and standardized process to obtain the required data. The methods of data collection carried out in this study are:

a. Physical observation (observation)

Observation is the observation of a case study or learning that is carried out intentionally, directed, sequentially, and according to the purpose.

b. Unstructured interview

An unstructured interview is an interview that does not use a fixed format in its implementation. Although there are draft questions that have been prepared in advance in the form of an interview guide, in practice the interviewer carries it out with a more friendly conversation.

Results and Discussion

Based on the results of interviews with Amat's brother who is an employee at PT. Berkah Andal Sukses, Medan says that:

“Recently, many customers have stopped subscribing due to the declining quality of the rubber used. In addition, tire prices have also increased so many customers only take a few tires and make some customers often feel dissatisfied when using these tire products.”

In addition, the researcher also interviewed other employees, namely Usman's brother who also works at PT. Berkah Andal Sukses, Medan says that:

"I work here as a driver who often delivers goods, when I deliver goods, many customers often complain because the tires they buy don't last long and they are not satisfied with the tires they buy because the quality of the rubber used is starting to decline"

From the results of these interviews, it can be said that the quality of the rubber used in producing tires greatly influences customer satisfaction in using these products. Product quality is an important aspect because by creating quality products, the company will get a good title in the eyes of customers. By maintaining product quality, the company will get regular customers as consumers of its goods or services.

From the results of interviews that have been conducted by researchers regarding the analysis of the quality of tire products at PT. Berkah Andal Sukses, Medan the researchers describe several things, namely:

1. Listen to what users or customers say

When customers share their experiences after using the company's products, ask what problems they experienced and what we can do to help them. Take note of any feedback or problems from users and immediately add them to the to-do list.

2. Focus on the process

Everyone involved in the product manufacturing process wants to do what is best at their job. In several cases that have happened, companies often ignore the process used in making these products. Even though the process is an important part of making a product and it could be that the process is flawed. It is these defects that must be corrected starting by checking the system and then reducing or adding several steps in the production process.

3. Make a note of the problems that occur

Some problems rarely arise and some occur frequently. Sort the problems from the most common to the least common. Then focus on working on solutions to the most common problems.

Proposed Improvements

Suggestions that can be given by researchers in this study are as follows:

1. Routinely evaluate the product manufacturing process and also check the products to be sold before they reach the customers.
2. Listen to customer complaints more often, so that the company can also improve the existing deficiencies in the product.
3. The company must also pay more attention to the quality of the raw materials used so that when the material is processed into a product it does not experience a decrease in quality and the company must also check the raw material before the raw material is produced.

Conclusion

The conclusions that can be drawn by researchers in researching "Analysis of Tire Product Quality at PT. Berkah Andal Sukses, Medan" are as follows:

1. Product quality has a major influence on customer loyalty and satisfaction. By improving product quality, customers will feel satisfied in using these products and the company will also get loyalty from customers if they regularly evaluate improving products.
2. The company must routinely evaluate and check the production process and the products that have been produced so that the product does not experience defects when it arrives in the hands of the customer.

3. Pay attention to the raw materials to be used. By doing this, the company will be able to produce products with higher quality raw materials and the company must also evaluate the raw materials that will be used for the production process.
4. Listen to customer complaints. By doing this, the company can also know better what to improve in the product so that the company can make products with better quality so that customers feel satisfied when using these products.

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Biography

Varine Augustine Halim was born in Medan on August 22, 2000. She is one of the Final Level Students of the diploma III Study Program at Polytechnic Cendana. Currently working at Seiko Service Center in Administration and Accounting. Currently active as a dancer at the Angsapura Social Foundation. Currently completing the S1 Marketing Management Study Program at Polytechnic Cendana, Medan.

Dewi Anggraini is the Head of the Marketing Management Study Program at the Medan Polytechnic Cendana and a lecturer at the same university. Teaching experience from 2012 until now with a focus on the field of Management. Apart from teaching, Dewi is also the head of the Academic and Administrative Division at the same university. In addition, Dewi Anggraini was also active in International Toastmaster from 2013, until she received the Advanced Communicator Bronze (ACB) and Advanced Leader Bronze (ALB) titles.