

The Effect of Product Quality and Service Quality on Customer Satisfaction at PT Salad Segar Lestari (SaladStop!) Branch Grand Indonesia Jakarta

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Abstract

This study aims to determine the effect of Product Quality and Service Quality on SaladStop Customer Satisfaction At PT. Salad Segar Lestari Branch Grand Indonesia Jakarta. Method with associative type of research with quantitative approach, The population in the study amounted to 28,782 customers with The sample used was 100 respondents. . The results of this study can be concluded that Product Quality has a positive and significant influence on Customer Satisfaction where the acquisition of t values is calculated $> t$ table (10, 895 $>$ 1,660) and sig. <0.0 (0.000 $<$ 0.1). Service Quality has a positive and significant influence on Customer Satisfaction where the acquisition of t values is calculated $> t$ table (1,934 $>$ 1,660) and sig. <0.0 (0.000 $<$ 0.1). Product Quality and Service Quality simultaneously affect Customer Satisfaction where a calculated value of 71,633 $>$ a ttable of 3,090 and a sig. <0.1 (0.000 $<$ 0.1). The multiple linear regression equation $Y = 0.564Y + 0.716X_1 + 0.305X_2$ which means the constant value is 0.564 the value of X_1 0.716, the value of X_2 is 0.305. Based on the calculation results, it is known that the coefficient of determination (R^2) obtained is 0.596 which means 59.6% Customer Satisfaction can be explained by the variables Product Quality (X_1) and Service Quality (X_2) while the remaining 40.4% Customer Satisfaction (Y) is influenced by variables that were not studied in this study

Product Quality, Service Quality, Customer Satisfaction

1. Objectives

One of the businesses that is very popular with many companies in Indonesia is the culinary business (Restaurant). Many businessmen open a variety of restaurants that provide quality food menus and of course with the best quality products and services. One of the fierce competition in the business world is also felt in the food and beverage business such as PT Salad Segar Lestari (SaladStop!), considering that there are so many similar companies in Indonesia. PT Salad Segar Lestari (SaladStop!) must maintain the quality of the products they provide to its customers.

Likewise with PT Salad Segar Lestari (SaladStop!) which is engaged in food and beverages that focuses on selling healthy foods such as salads and smoothies. PT Salad Segar Lestari (SaladStop!) was established in 2017, SaladStop! It already has 22 outlets in Indonesia. Wanting the quality of products and services provided to their customers to be satisfactory, every employee is required to provide the best service to their customers. Every company should be able to have a guideline on how to provide services and products to customers properly and precisely so that it can support the achievement of company goals. This research was conducted at PT Salad Segar Lestari (SaladStop!) Jakarta which is located on Jl. M.H. Thamrin No. 1, Kb. Melati, Menteng District, Central Jakarta City.

Product quality can be called a determining factor for customer satisfaction after making a

purchase and use of a product. The quality of the product that customers feel will determine a perception of the company's performance, which in turn will affect the purchase decision. However, the quality of products offered by PT Salad Segar Lestari still tends to be less than optimal because the products made are not complete and the quality of the products still needs to be improved due to the limited availability of products so that the products run out quickly, therefore the quality of products at PT Salad Segar Lestari still needs to be improved. The following is a comparison between PT Salad Segar Lestari products and competitors' products, namely Salad Bars, which are seen from several aspects related to the product.

Table 1.1
Product Quality Comparison of PT. Sustainable Fresh Salad (SaladStop!) With Competitor Products

Aspects	Product Comparison		
	SaladStop!	Salad Bar	Greenly
Product Durability	Salad products can last up to 1-2 days, while smoothies drink products can last outdoors for 3 hours	Salad products can last up to 1-2 days, while smoothies drink products can last outdoors for 3 hours	Salad products can last up to 1-2 days, while smoothies drink products can last outdoors for 3 hours
Product Specialities	Has few variants of food and beverage categories (salad bowl, saladwrap, smoothies drink smoothies bowl)	Has many variants of food and beverage categories (Salad, Roosty Toasty, Smoothies Bowl, Smoothies Drink, and Cold Pressed Juiced)	Has few variants of food and beverage categories (salad bowl, saladwrap, plant drink based boba, smoothies bowl)
Product Reliability	Does not have a warranty/replace the product if there is damage to the product	Have a warranty/replacement on the product that is damaged if there is evidence and correct company error	Does not have a warranty/replace the product if there is damage to the product
Compliance with Specifications	Does not correspond to the photo with the original	Does not correspond to the photo with the original	Does not correspond to the photo with the original
Product Aesthetics	Elegant packaging design	Simple and elegant Packaging Design	Packaging Design is unique, simple and elegant

Source: PT. Salad Segar Lestari Grand Indonesia Jakarta Branch

From Table 1.1 above, it can be seen that the comparison of the quality of PT Salad Segar Lestari products with competitors, PT Salad Segar Lerstari products still do not have advantages compared to similar products, starting from the product display, for the display of its products at PT Salad Segar Lerstari, for menu variants there are only 2 variants of menu categories, namely salads and smoothies drinks. For the durability of the product on food salad can last 1-2 days, for smoothies drink lasts 3 hours outdoors. For the reliability of the product the company has not given a warranty / replacement on the damaged product to the customer and for the suitability of the product has not matched the one in the photo, the photographed looks a lot and dense but the original is not as much and dense as in the photo. And for the packaging design of PT Salad Segar Lerstari is very elegant.

The lack of variants is one of the reasons why customers feel saturated, even though PT

Salad Segar Lestari often updates promos that regular customers are still dissatisfied with the choice of product variants that the company sells, so this is what causes customers to be saturated, because there is less innovation and new variants. This obviously has to be more focused on top management in order to improve the quality of their products so that they can survive in the midst of business competition. In addition to product quality, service quality can also be referred to as a determining factor for customer satisfaction, this can be seen from the comparison of service quality and visitor number data at PT Salad Segar Lestari as follow

TABLE 1.2
Comparison of Service Quality at PT Salad Segar Lestari (SaladStop!) Grand Indonesia Jakarta Branch With Real Conditions:

No	Service Standards	Real Conditions
Reliability Standards		
1	Good comprehension ability	Employees are not dexterous and responsive in serving customers
2	Timely service	Employees take a long time when serving / responding to customer needs
Responsiveness Standards		
1	Cepat menangani problem	Terlalu lama dalam menyelesaikan masalah yang dihadapi <i>customer</i>
No		
Standards for providing guarantees		
2	Quickly deal with problems	Employees sometimes do not provide clear information about what customers ask quickly and quickly
No		
Standards of empathy		
1	Professionalism in work	Less professional at work, employees play mobile phones while working
2	Good communication	Customers sometimes do not understand what employees are saying because they use language that the customer does not understand

Source: PT. Salad Segar Lestari Grand Indonesia Jakarta Branch

From the data above, it can be seen that the comparison of the service quality of PT Salad Segar Lestari Grand Indonesia Jakarta Branch with the real situation in the company is still not in accordance with the standards owned by the company. As in the company's reliability standards where employees are still not dexterous, punctual and responsive in serving customers which makes customers disappointed in the company's service. For the company's responsiveness standards, it is very slow response in handling problems that occur and when providing information to customers, such as replying to old chats, handling problems for too long, and not being swift and fast when asked directly by customers.

For standard guarantees, companies do not often provide discounts to customers who buy dine in only online purchases at gofood and others who often provide discounts and prices sometimes do not match the receipt such as examples of prices have changed but in the menu have not been changed. And for empathy standards employees are still less professional at work, employees often play mobile phones while working and employees do not clearly convey information to customers.

The services provided by PT Salad Segar Lestari Grand Indonesia Jakarta Branch still have a lot to be improved, starting from employees must understand the product, how employees communicate well and politely and professionalism at work must be instilled in their employees so that the standards owned by the company are in accordance with its real situation in order to obtain satisfaction with customers. The following is the data on the number of customers of PT Salad Segar Lestari in 2017-2020 as follows:

TABLE 1.3
Data on the Number of Customers of PT Salad Segar Lestari Branch Grand Indonesia Jakarta in 2017-2020

Yaer	Target Customer	Realization Achievement	Prosentase	Description
2017	100.000	114.265	114,26%	Achievment
2018	110.000	107.676	97,88%	Not Achievment
2019	110.000	99.040	90,03%	Not Achievment
2020	110.000	33.364	30,33%	Not Achievment
2021	100.000	28.782	28,78%	Not Achievment

Source: PT Salad Segar Lestari (SaladStop!) (2017-2020)

In the sale from table 1.3 of its products for PT Salad Segar Lestari at each store it has provisions for opening hours and closing hours of its stores, stores open from 8 am and will close at 10 pm, by way of shif in their respective stores, for this payment system which is still complained by customers because there are still admin fees on the use of credit and debit cards, hence this is also what causes the customers to be somewhat disappointed as well. From the description of the data on the number of customers of PT Salad Segar Lestari, there is also data on customer complaints at PT Salad Segar Lestari in 2017-2020 as follows:

TABEL 1.4
Customer Complaint Data of PT Salad Segar Lestari (SaladStop!) Grand Indonesia Jakarta Branch in 2017-2020

Yaer	Totally of Customer	Totally of complaints			Totally Overall of complaints	Persentase
		Service	Product	Hygiene		
2017	114.265	134	135	167	436	18%
2018	107.676	256	198	140	594	23%
2019	99.040	245	168	143	556	34%
2020	33.364	56	43	20	119	20%
2021	28.782	67	51	12	130	17%
Total	383.127	758	595	470	1.823	22.89%

Source: PT Salad Segar Lestari (SaladStop!) (2017-2020)

From table 1.4 about complaints submitted by customers to the company regarding service

include serving products too long and orders not appropriate (confused with other customers / goods sent missed). Meanwhile, the complaints that customers make to the company about products are too salty foods, hard foods (such as undercooked protein which results in hard food) and drinks too liquid. For complaints submitted by customers about cleanliness is a dirty toilet (muddy, messy wipes).

The increasing number of customers is increasing as well as the number of complaints that occur, this is certainly not the best achievement for PT Salad Segar Lertari (SaladStop!) Grand Indonesia Jakarta Branch is therefore expected that the company can improve the quality of service, products and current cleanliness by providing input to employees regarding service by double-checking the products to be sent to customers whether they are in accordance or not with what is ordered, must check the expired date of the product on display more often and must pay attention to cleanliness by providing a general cleaning schedule at least once a week.

Customer satisfaction according to Tjiptono (2016: 146) is the feeling of pleasure or disappointment that a person gets from comparing between the perceived performance (or results) of a product and its expectations. Whether a customer is satisfied or not, it really depends on the performance of the product (perceived performance) compared to the expectations of the customer concerned and whether the customer interprets the deviation or gap between the performance and the expectation. If the performance is lower than expectations, the customer will be dissatisfied. If the performance is the same as the expectation, then he will be satisfied. Meanwhile, if the performance exceeds expectations, then the customer will feel very satisfied or even happy (delighted). The following is sales data at PT Salad Segar Lestari (SaladStop!) Grand Indonesia Jakarta branch for 5 years from 2017-2021:

TABLE 1.5
Company Sales Data at PT. (SaladStop!) Branch Grand Indonesia Jakarta

Year	Target Product Category	Target (pcs)	Realization of Achievement	Achievement (%)
2017	Salad	100.000	84.315	84,32%
	Smoothies	130.000	96.725	74,40%
2018	Salad	100.200	80.665	80,50%
	Smoothies	130.200	105.485	81,01%
2019	Salad	100.500	78.110	77,72%
	Smoothies	130.500	100.740	77,19%
2020	Salad	100.700	72.270	71,76%
	Smoothies	130.700	97.090	74,28%
2021	Salad	100.700	70.541	70,05%
	Smoothies	130.700	100,154	76,66%

Source: PT Salad Segar Lestari (SaladStop!) (2017-2020)



For this fluctuating sales result is caused because customers are still doubtful about the state of the product to be purchased, customer satisfaction with SaladStop! It can go down, due to several indicators, among others, there are still many complaints from customers such as the durability of the product because salads include food that cannot last long, the suitability of the product being sold where customers are still hesitant about the product in the photo or the attractiveness of the product that the company sells. SaladStop! Not hiring ghosts or mystery shopping to act as potential customers of companies and competitors, where the role of this person is to report important findings based on his experience regarding the strengths and weaknesses of products sold by companies and competitors. SaladStop! less than optimal in contacting customers to be asked for evaluation and input on the company's performance, as much as possible contacting customers who have stopped buying or who have switched suppliers, in order to understand why this is happening and to be able to take subsequent improvement/improvement policies on SaladStop!.

This customer satisfaction survey is very important to do because it is to improve the quality of the products sold and increase customer satisfaction but the survey conducted by SaladStop! is also less than optimal because from the results of previous surveys there is no significant change in improving product quality to increase customer satisfaction.

With the above problems, from the observation results, product quality and service quality greatly affect customer satisfaction at PT Salad Segar Lestari Grand Indonesia Branch. Today's customers are also very critical in choosing a product, satisfaction when buying a product is greatly influenced by the assessment of the quality of the product and service. Quality is the most important concept in creating a product. A quality product is a product received by customers according to the needs and desires of customers.

Based on this description, the author is interested in conducting a study with the title "The Effect of Product Quality and Service Quality on Customer Satisfaction at PT Salad Segar Lestari (SaladStop!) Grand Indonesia Jakarta Branch"

2. Literature Review

According to Alex S Nitisemito (2016:11) "management is a science and art to achieve goals through the activities of others. Management is seen as an art because in achieving organizational goals, a leader depends largely on his ability to influence the people who are subordinates to him

According to Kotler & Keller (2016:27), the definition of marketing is as follows: "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably".

Marketing Mix, including a combination of 4P (Product, Price, Promotion, and Place). In its current development, the 4P is considered insufficient so that the number increases to 9P. In practice, this 9P can be modified, for example, it can be increased, subtracted, so that according to the marketing strategy prepared to achieve the desired marketing goals. The 4P modifications include 9P, namely: *Product, Price, Place, Promotion, People, Physical Evidence, Process, Public Relation, Power*

According to the American Society in the book Kotler and Keller (2016:156) the definition of quality is as follows, "Quality is the totality of the features and characteristics of a product or service that depend on its ability to satisfy or implied needs".

According to Martinich in Yamit (2017: 11) put forward variable indicators of product quality as follows:

- a. Product durability
- b. Product features
- c. State of the Product
- d. Compliance with specifications
- e. Product aesthetics

According to Tjiptono (2017:59) states that "Service quality is the expected level of excellence and control over that level of excellence to meet customer desires". According to Tjiptono (2017:59) states that "Service quality is the expected level of excellence and control over that level of excellence to meet customer desires".

According to Kotler and Keller (2016: 284), there are five indicators of service quality, including:

- a. Reliability
- b. Responsiveness
- c. Assurance
- d. Empathy
- e. Tangible

According to the Oxford Advance Learner's Dictionary in Tjiptono & Chandra (2016:204) describes satisfaction as *the good feeling that you have when you achieved something or when something that you wanted to happen does happen*"; *"the act of fulfilling a need or desire"*; *dan "an acceptable way of dealing with a complaint, a debt, an injury, etc."* According to Kotler, et al. In Tjiptono & Chandra (2016:219), several methods in measuring customer satisfaction are as follows.

- a. Complaints and Advice System.
- b. Ghost/Mystery Shopping.

c. *Lost Customer Analysis.*

d. Customer Satisfaction Surveys

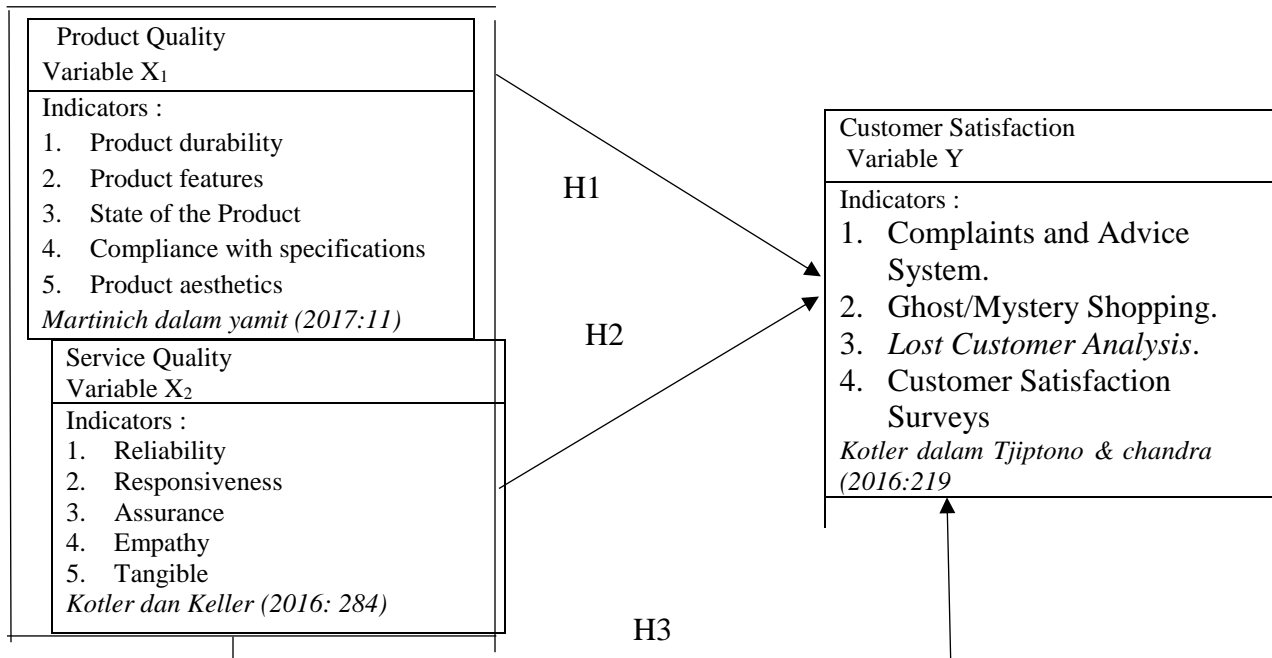


Figure 2.1
Research Paradigm Model

3. Methods

This research uses a type of associative research, according to Sugiyono (2016: 36) "Associative research is to determine the influence or relationship between two or more variables". Thus this associative research can be built a theory that serves to explain, foresee and control a symptom. With a quantitative research approach, according to Sugiyono (2017: 35) "Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative or statistical with the aim of testing predetermined hypotheses".

In this study the population was SaladStop customers! in 2021 with a total of 28,782 subscribers. According to Sugiyono (2016:81) "Sampling technique is a sampling technique to be used in research". The sampling technique used in this study is the Proportional random sampling technique, namely the selection of samples is carried out in a simple random manner proportionally by calculating proportionally. To get a representative sample, the author took several samples that had the same opportunity using the Slovin formula (Syofian Siregar, 2014: 149), with the formula:

n : Sample Size

N : Total Population

e : Error in sampling set by 10%.

Referring to the slovin formula above, then proportional sampling in this study is obtained as follows:

$$\begin{aligned}n &= \frac{28.782}{1 + 28.782 \times (0,1)^2} \\n &= \frac{28.782}{1 + 28.782 \times 0,01} \\n &= \frac{28.782}{288,82} \\n &= 99,65 \text{ (rounded up to 100 respondents)}\end{aligned}$$

4. Data Collection

Data collection is an effort to obtain information that will be used in the measurement of variables. According to Sugiyono (2016:308) "The data collection method is a scientific way to obtain valid data with the aim of being proven, developing a knowledge so that it can be used to solve and anticipate problems".

1. Primary Data

Primary data are data obtained by researchers directly. According to Sugiyono (2016:308) "Primary sources are data sources that directly provide data to data collectors". Primary data sources are obtained through:

a. Questionnaire

Dissemination of questionnaires to research subjects, in this study questionnaires will be distributed to SaladStop customers!with predetermined criteria.

b. Observation

Systematic direct observation of the subject of study. in this study the authors made direct observations to SaladStop customers!

2. Secondary Data

According to Sugiyono (2016:308) "Secondary data is an indirect source of data that provides data to data collectors, such as other people or documents". The secondary data in this study is the data that the author got from the Company, namely historical data about:

a. Data on the results of product sales on SaladStop! for the last 5 (five) years.

b. Customer data at SaladStop! for the last 5 (five) years.

c. The history of the company, and other things that support the writing material.

5. Results and Discussion

The variables used in this study are Product Quality (X1), Service Quality (X2) and Customer Satisfaction (Y), in analyzing the author using descriptive analysis and in accordance with the purpose of descriptive analysis, namely to provide an overview of the research results, how the characteristics of the subjects studied are related to the variables studied. Before a deeper

analysis is carried out, a weighting is first carried out on the score of each variable by providing a total score with the number of items of the weighted variable, through the statement given by the author in a list of numbers or questionnaires.

1. Product Quality

Table 4.6
Product Quality Variable Respondent Responses (X1)

No.	Statement	SS	S	KS	TS	STS	Total	Total Score	Average Score	Description
I	Product durability									
1	Products sold on SaladStop! has good durability.	27	20	33	15	5	100	349	3,49	Good
2	Products sold on SaladStop! has an expired period of 1 week.	29	24	20	27	10	100	315	3,15	not good enough
Σ	F	46	44	53	42	15	200		3,32	not good enough
	%	23%	22%	26,5%	21%	7,5%				
II	Product features									
3	Products sold on SaladStop! has its own advantages / keistime waan (different from others).	17	24	20	34	5	100	314	3,14	not good enough
4	Products sold on SaladStop! unique and trend following	20	21	44	21	3	100	343	3,43	Good
Σ	F	37	45	64	46	8	200		3,29	not good enough
	%	18,5%	22,5%	32%	23%	4%				
III	State of the Product									
5	Products sold on SaladStop! has many menu options	22	28	19	27	4	100	337	3,37	not good enough
6	Products are always available when placing an order.	16	29	21	30	4	100	323	3,23	not good enough
Σ	F	38	57	40	57	8	100		3,3	not good enough
	%	19%	28,5%	20%	28,5%	4%				
IV	Compliance with specifications									
7	Products sold on SaladStop! have the same specifications at the time of promotion or advertised in print and online media.	15	29	36	18	2	100	337	3,37	not good enough
8	Products sold on SaladStop! has	15	27	24	26	8	100	315	3,15	not good enough

	specifications that are worth eating									
Σ	F	30	56	60	44	10	200		3.26	not good enough
	%	15%	28%	30%	22%	5%				
V	Product aesthetics									
9	Products sold on SaladStop! looks attractive when you look at the five senses, taste, smell and shape	25	28	20	19	8	100	343	3,43	Good
10	. Products sold on SaladStop! has a contemporary look	28	26	19	23	4	100	351	3,51	Good
Σ	F	53	54	39	42	12	200		3,46	Good
	%	26,5%	27%	19,5%	21%	6%				
Total F		204	256	256	231	53	1000		3,28	not good enough
Presentase		20,4%	25,6%	25,6%	23,1%	5,3%				

Source : Processed data spss 26

2. Quality of Service (X2)

Table 4.7
Response of Respondents to Service Quality Variables (X₂)

No.	Statement	SS	S	KS	TS	STS	Total	Total Score	Average Score	Description
I	Reliability									
1	SaladStop! Providing services as promised, reliable, accurate and consistent.	4	53	28	14	1	100	345	3,45	B
2	The service provided by SaladStop! did not disappoint	19	42	30	8	1	100	370	3,70	B
Σ	F	23	95	58	22	2	200		3,58	B
	%	11,5%	47,5%	29%	11%	2%				
II	Responsiveness									
3	SaladStop! provide service to customers quickly and precisely	3	44	39	13	1	100	335	3,35	B
4	SaladStop! Always hear and resolve customer complaints.	1	40	52	4	3	100	332	3,32	B
Σ	F	4	84	91	17	4	200		3,34	B
	%	2%	42%	45,5%	8,5%	2%				
III	Assurance									

5	SaladStop! provide guarantees that are in accordance with what is promised such as the ability and courtesy of employees and the trustworthy traits that employees have	0	10	30	58	2	100	248	2,48	TB
6	SaladStop! providing safe service to customers.	0	7	32	60	1	100	245	2,45	TB
Σ	F	0	17	62	118	3	200		2,46	TB
	%	0%	8,5%	31%	59%	1,5%				
IV	Empathy									
7	SaladStop! Give sincere attention to customers by trying to understand customer wishes.	8	26	28	29	9	100	295	2,95	KB
8	Provide special services, and understand what they need to be fulfilled	0	36	42	19	3	100	311	3,11	KB
Σ	F	8	62	70	48	12	200		3,03	KB
	%	4%	31%	35%	24%	6%				
V	Tangibles									
9	Physical facilities and equipment available at SaladStop! good and easy to use for service to customers.	0	36	20	42	2	100	290	2,90	KB
10	cleanliness and comfort of the space used for transactions as well as the neatness of the appearance of employees	20	36	38	5	1	100	369	3,69	B
Σ	F	20	72	58	47	3	200		3,30	KB
	%	10%	36%	29%	24,5%	1,5%				
Total F		55	330	339	254	24	1000		3,14	KB
Presentase		5,5%	33%	33,9%	25,2%	2,4%				

Source : Processed data spss 26

3. Customer Satisfaction (Y)

Tabel 4.8
Tanggapan Responden Variabel Kepuasan Pelanggan (Y)

No.	Statement	SS	S	KS	TS	STS	Total	Total Score	Average Score	Description
I	Complaints and advice system									
1	SaladStop! providing the widest possible opportunity for its customers to submit their suggestions, criticisms, opinions, ideas, inputs and complaints.	21	21	25	32	1	100	329	3,29	KB
2	. SaladStop! provide comment cards and phone lines to make customer or consumer complaints and suggestions	16	25	27	21	11	100	314	3,14	KB
Σ	F	37	46	52	53	12	200		3,22	KB
	%	18,5 %	23%	26%	18,5%	2%				
II	Ghost/mystery shopping									
3	SaladStop! Hiring several ghost shoppers to act as potential customers and observe the company's performance for further evaluation to improve customer satisfaction	20	33	28	17	2	100	352	3,52	KB
4	Have a ghost shopper to observe the weaknesses and advantages of other companies.	20	26	28	18	8	100	332	3,32	KB
Σ	F	40	59	56	35	10	200		3,42	KB
	%	20%	29,5 %	28%	17,5%	5%				
III	Lost Customer Analysis									
5	SaladStop! Have customer data in the form of a phone number to contact if the customer stops buying.	23	22	28	24	3	100	338	3,38	KB
6	SaladStop! providing more service to new customers so that they are loyal.	27	35	24	13	1	100	374	3,74	B
7	SaladStop! giving greeting cards to birthday customers	25	26	19	29	1	100	345	3,45	B
Σ	F	75	83	71	66	5	300		3,52	B
	%	25%	27,5 %	23,6 %	22 %	1,67 %				
IV	Customer satisfaction survey									

8	SaladStop! Always conduct customer satisfaction surveys to get direct responses and feedback from customers and also give positive signals that the company is paying attention to them.	19	30	35	14	2	100	350	3,50	B
9	SaladStop! Directly ask directly about customer satisfaction	8	29	17	39	7	100	292	2,92	B
10	SaladStop! providing questions regarding the magnitude of customer expectations for the services provided	28	35	17	19	1	100	370	3,70	B
Σ	F	55	94		69	72	300		3,37	B
	%	18,3 3%	31,3 3%	23%	24 %	3,33 %				
Total F		207	282	248	226	37	1000	3396	3,40	B
Presentase		20,7 %	28,2 %	24,8 %	22, 6%	3,7 %				

Source : Processed data spss 26

5.1 Numerical Results

1. Data quality test

a. Validity test

researchers used SPSS Version 26 with the following criteria:

- 1) If the value of r count > r table, then the instrument is valid
- 2) If the value of r count < r table, then the instrument is invalid

The results of the X1 variable validity test (Product Quality) are as follows.

Table 4.9

Table 4.9
Product Quality Validity Test Results (X1)
Item Number Statement R count R table Description

Name	R Count	R table	Description
R count	0,464	0,1663	Valid
R count	0,783	0,1663	Valid
R count	0,734	0,1663	Valid
R count	0,687	0,1663	Valid
R count	0,785	0,1663	Valid
R count	0,618	0,1663	Valid
R count	0,490	0,1663	Valid
R count	0,669	0,1663	Valid

R count	0,585	0,1663	Valid
R count	0,734	0,1663	Valid

Source : Processed data spss 26

Table 4.10
Validity Test Results (X2)

Item Number Statement R count R table Description

Name	R Count	R table	Description
R count	0,350	0,1663	Valid
R count	0,307	0,1663	Valid
R count	0,287	0,1663	Valid
R count	0,472	0,1663	Valid
R count	0,527	0,1663	Valid
R count	0,253	0,1663	Valid
R count	0,202	0,1663	Valid
R count	0,641	0,1663	Valid
R count	0,525	0,1663	Valid
R count	0,330	0,1663	Valid

Source : Processed data spss 26

Table 4.11
Validity Test Results (X1)

Item Number Statement R count R table Description

Name	R Count	R table	Description
R count	0,529	0,1663	Valid
R count	0,733	0,1663	Valid
R count	0,807	0,1663	Valid
R count	0,649	0,1663	Valid
R count	0,770	0,1663	Valid
R count	0,762	0,1663	Valid
R count	0,760	0,1663	Valid
R count	0,665	0,1663	Valid
R count	0,434	0,1663	Valid
R count	0,633	0,1663	Valid

Source : Processed data spss 26

b. Uji Realibilitas

The reliability test results in this study were carried out using the Statistical Package for 26Social Science (SPSS) for window Version 26 software, the results of which were as follows:

Table 4.12
Reliability Test

Variabel	Cronbach's Alpha	Keterangan
Product Quality	0,853	Reliabel
Quality of Service	0,735	Reliabel
Customer Satisfaction	0,867	Reliabel

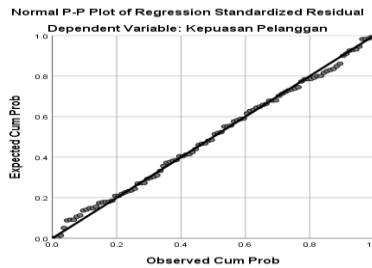
Source : Processed data spss 26

Based on the data seen from table 4.12, it is known that the value of Cronbach's Alpha for each variable gets a value above 0.60. It can be concluded that the statements and questions in the questionnaire are reliable.

2. Test

a. Normality Test

The normality test aims to test whether in a regression model, dependent variables and independent variables are normally or abnormally distributed.



Source : Attachment Output SPSS 26

Figure 4.2
Normality Test Test P-P – Residual Point Spreading Diagram

In the chart picture above, it can be seen that the normal probability plot chart shows a normal chart pattern.

b. Heteroskedastisitas Test

Heteroskedasticity testing is intended to test whether in a regression model there is a residual variance inequality. One way to detect the presence or absence of heteroskedasticity is with the Glejser tesT

Tabel 4.13
Hasil Pengujian Heteroskesdastisitas Dengan Uji Glejser
Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Beta		
1 (Constant)	7.464		2.504	.014

Product Quality	-0.048	.040	-.125	-1.202	.232
Quality Service	-0.066	.096	-.071	-.682	.497

a. Dependent Variable: RES2

Source: SPSS Primary Data 26.

Based on the test results in the table above, the glejser test model on the Product Quality variable (X1) obtained a probability significance (Sig.) value of 0.232 and Service Quality (X2) obtained a probability significance value (Sig.) of 0.497 where both significance values (Sig.) > 0.1. Thus the regression of the model on this data does not have heteroskedasticity disturbances, so this regression model is feasible to use as research data.

3. Quantitative Analysis Test

a. Linear Regression Analysis

Simple Linear Regression Analysis of Product Quality (X1) Against Customer Satisfaction (Y).

Table 4.14
Simple Linear Regression Output
Product Quality (X1) To Customer Satisfaction (Y)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)	9.042	2.196		4.118	.000
Product Quality	.749	.064	.762	11.650	.000

a. Dependent Variable Customer Satisfaction

Source : Attachment Output SPSS 26

The value of the Product Quality regression coefficient (X1) of 0.749 is interpreted if the constant is fixed and there is no change in the Service Quality variable (X2), then every change of 1 unit in the Product Quality variable (X1) will result in a change in Customer Satisfaction (Y) of 0.749 points.

Table 4.15
Simple Linear Regression Output
Quality of Service (X2) To Customer Satisfaction (Y)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)	10.256	7.133		1.438	.154
Quality Service	.755	.226	.320	3.341	.001

a. Dependent Variable:

Source: Attachment Output SPSS 26

The value of the Product Quality regression coefficient (X1) of 0.755 is interpreted if the constant is fixed and there is no change in the Service Quality variable (X2), then

every change of 1 unit in the Product Quality variable (X1) will result in a change in Customer Satisfaction (Y) of 0.755 points

Table 4.16
Product Quality Multiple Linear Regression Output (X1) and Quality of Service (X2) To Customer Satisfaction (Y) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.564	4.889		.115	.000
Product Quality	.716	.066	.728	10.895	.000
Quality Service	.305	.158	.129	1.934	.006

a. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

From table 4.16 that the value of 0.305 is interpreted if the constant is fixed and there is no change in the Product Quality variable (X1), then every change of 1 unit in the Service Quality variable (X2) will result in a change in Customer Satisfaction (Y) of 0.305 points.

b. Correlation Coefficient

Table 4.17
Results of Partial Correlation Coefficient Analysis Product Quality (X1) To Customer Satisfaction (Y) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.576	4.975

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

From the table above, a correlation coefficient value of 0.762 is obtained, so it can be concluded that there is a positive relationship between the Product Quality variable (X1) and the Customer Satisfaction Variable (Y) having a strong level of relationship strength Customer Satisfaction (Y).

Tabel 4.18
Hasil Analisis Koefisien Korelasi Secara Parsial Variabel Kualitas Pelayanan (X2) Terhadap Kepuasan Pelanggan (Y) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.320 ^a	.102	.093	7.280

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

From the table above, a correlation coefficient value of 0.320 is obtained, so it can be concluded that there is a positive relationship between the variables of

Service Quality (X2) and Customer Satisfaction Variable (Y) having a low level of relationship strength Customer Satisfaction (Y).

Table 4.19
Results of Simultaneous Correlation Coefficient Analysis of Product Quality(X1) And Service Quality (X2) To Customer Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.588	4.907

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

b. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

From the table above, a correlation coefficient value of 0.772 is obtained, so it can be concluded that the variables Product Quality (X1) and Service Quality (X2) simultaneously have a Positive Relationship with a strong level of relationship strength to Customer Satisfaction (Y).

c. Coefficient Determination

Table 4.20
Variable partial coefficient of determination results Product Quality (X1) To Customer Satisfaction(Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.576	4.975

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

The coefficient of determination test can be seen from the value of R Square. From the results of data processing using SPSS 26, it can be seen that the R Square value shows a figure of 0.581 which means that Product Quality affects Customer Satisfaction by 58.1% while the remaining 41.9% is influenced by other factors that were not studied in this study .

Table 4.21
The result of the coefficient of partial determination of the service quality variable (X2) on customer satisfaction (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.320 ^a	.102	.093	7.280

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

The coefficient of determination test can be seen from the value of R Square. From the results of data processing using SPSS 26, it can be seen that the R Square

value shows a figure of 0.102 which means that Service Quality affects Customer Satisfaction by 10.2% while the remaining 89.8% is influenced by other factors that were not studied in this study.

Table 4.22
Variable Simultaneous Coefficient of Determination Results
Product Quality (X1) and Service Quality (X2) To Customer Satisfaction (Y)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.588	4.907

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

b. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

The coefficient of determination test can be seen from the value of R Square. From the results of data processing using SPSS 26, it can be seen that the R Square value shows a figure of 0.596 which means that Product Quality and Service Quality affect Customer Satisfaction 59.6% while the remaining 40.4% is influenced by other factors that were not studied in this study.

d. Test Hypothesis

For testing the effect between the variables Product Quality (X1) and Service Quality (X2) on Customer Satisfaction can be done with a statistical t test (partial test). The results of data processing using the SPSS 26 program, with the following results:

Table 4.23
Product Quality t Test Results (X1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.564	4.889		.115	.000
Product Quality	.716	.066	.728	10.895	.000
Quality Service	.305	.158	.129	1.934	.056

a. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

From the table above it is said to be positive because the calculated t value on Product Quality is obtained t count > t table (10,895 > 1,660), for that H0 is rejected and H1 is accepted, this shows that there is a significant influence of 0.000 < 0.1 partially between Product Quality and Customer Satisfaction

Table 4.24
Service Quality Variable t Test Results (X2)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)		.564	4.889		.115
Product Quality		.716	.066	.728	10.895
Quality Service		.305	.158	.129	1.934

a. Dependent Variable: Customer Satisfaction

Source: SPSS Primary Data 26

From the table above obtained the value t count < t table ($1.934 < 1.660$), for which H_0 is rejected and H_1 is accepted and the significance value is $0.000 > 0.1$, this indicates partially that there is a significant influence between Service Quality and Customer Satisfaction.

e. F Test

For testing the effect of the variables Product Quality (X1) and Service Quality (X2) simultaneously on Customer Satisfaction (Y) can be done with a statistical test F (simultaneous test). The results of processing F test data using the SPSS 26 program, with the following results:

Table 4.25
Results of Simultaneous F Test Data Processing

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3449.987	2	1724.994	71.633	.000 ^b
	Residual	2335.853	97	24.081		
	Total	5785.840	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Quality, Service Quality

Source: SPSS Primary Data 26

From the table above, the value of F count = $71,633 > 3,090$ or ($F_{hitung} > F_{tabel}$) is obtained so that H_0 is rejected and H_1 is accepted. This means that there is a positive and significant influence of 0.000 below 0.1 simultaneously between Product Quality and Service Quality on Customer Satisfaction.

6. Conclusion

Based on the results of the research that has been carried out, the following conclusions can be drawn

- 1) Product quality has a positive effect on Customer Satisfaction with a regression equation of $9.042 + 0.749 X_1$, the value of the correlation coefficient of 0.762 means that the two variables have a strong degree of relationship with a coefficient of determination of 58.1%.

The hypothesis test obtained t count $>$ t table or $(10,895 > 1,660)$, this is reinforced by a probability of significance of $0.000 < 0.1$, thus H_0 is rejected and H_1 is accepted meaning that there is a partial significant influence between Product Quality on Customer Satisfaction in PT. Sustainable Fresh Salad (SaladStop!).

- 2) Service Quality has a positive effect on Customer Satisfaction with the regression equation $Y = 10.256 + 0.755 X_2$ the value of the correlation coefficient of 0.320 means that both have a low degree of relationship with a coefficient of determination of 10.2%. The hypothesis test was obtained t count $>$ t table or $(1,934 > 1,660)$, this is reinforced by a probability of significance of $0.000 < 0.1$, thus H_0 is rejected and H_2 is accepted meaning that there is a partial significant influence between Service Quality on Customer Satisfaction in PT. Sustainable Fresh Salad (SaladStop!).
- 3) 3. Product Quality and Service Quality have a positive effect on Customer Satisfaction with the regression equation $Y = 0.564 + 0.716 X_1 + 0.305 X_2$. The value of the correlation coefficient obtained is 0.772, meaning that the variables Product Quality (X_1) and Service Quality (X_2) have a strong relationship to Customer Satisfaction (Y), with a coefficient of determination of 59.6% while the remaining 40.4% is influenced by other factors that were not studied. The hypothesis test obtained the value of $F_{hitung} > F_{tabel}$ or $(71,633 > 3,090)$ this is also reinforced by p value $<$ Sig.0,1 or $(0.000 < 0.1)$. Thus H_0 is rejected and H_3 is accepted. This means that there is a simultaneous significant influence between Product Quality and Service Quality on Customer Satisfaction at PT. Sustainable Fresh Salad (SaladStop!).

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