



THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND TRUST ON CUSTOMER SATISFACTION AT PRAJA DECORATION IN PURWODADI

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Abstract

The following are some of the goals that were hoped to be accomplished as a result of the findings of this research: (1) To discover both partially and simultaneously the effect that trusts, product quality, and service quality have on consumer satisfaction. (2) To identify the factor that has the most significant influence on the level of contentment experienced by customers. This research was conducted on Praja Decoration consumers/customers in Purwodadi City. Based on Roscoe's general reference (1975) quoted by Sekaran and Wiley (2016, p. 264), the samples used in this study were as many as 40. The sampling technique was carried out by random sampling. According to the findings of the research, there is an influence on consumer satisfaction that is both partially and simultaneously contributed by the quality of the product, the quality of the service, and trust. Product quality is the most dominant variable, followed by service quality and trust variables. The magnitude of the influence of product quality, service quality, and trust on consumer satisfaction is 83.10%. Other variables outside this research model explain the remaining 26.00%

Keywords: Product Quality, Service Quality, Consumer Satisfaction Trust, And Multiple Linear Regression

INTRODUCTION

One of the developments contributing to the rapidly increasing rate of growth in the service business is the establishment of a rental and decoration business for party equipment. People in Indonesia who enjoy celebrating life milestones, from a child's birth to an elderly relative's passing, often do so publicly. What's more, considering the many houses that do not have a large yard or enough space to accommodate many people when holding an event makes them have to think about how to keep the event going even though they don't have a large yard and narrow room by renting equipment and decoration services. It makes the business have many competitors, so the company must continue to innovate, including the selection of tent colors, decoration styles, or party equipment so that the position or position of the company can be maintained and improved.

The term "consumer satisfaction" refers to customers' responses to evaluating the perceived mismatch between their expectations and the actual performance of services. In the research of Wijayanto & Dewi (2019), there are three dimensions in measuring customer satisfaction universally, namely: Attributes related to the product, namely the dimension of satisfaction related to the attributes of the product such as determining the value obtained at a price, the ability of the product to determine satisfaction, the benefits of the product, Attributes related to service, namely the dimension of satisfaction related to the attributes of the service, for example, the promised warranty, the process of fulfilling the service or delivery and the problem-solving process provided, Attributes related to

purchase, namely the dimension of satisfaction related to the attributes of the decision to buy or not from producers such as the ease of getting information, the courtesy of employees and also the influence of the company's reputation.

Some decisions that consumers often consider include paying attention to the quality of the desired product and the quality of service felt or provided by the company. This condition requires business actors to be able to improve product quality and good service to be able to provide satisfaction to consumers (Kertiyasa & Heryanda, 2022). [Citation needed] Some decisions that consumers often consider include paying attention to the quality of the desired product and the quality of service felt or provided by the company. The customer's evaluation of the product or service is the first step in determining whether or not they are satisfied with it, and this evaluation is then compared to the customer's expectations before using the product or service.

There are several factors that can affect customer satisfaction, such as product/service quality, service quality, and trust. "Product/service quality is the ability of a product/service to demonstrate its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes" (Kotler Philip & Keller Kevin Lane, 2014, p. 145).

One of the central values that customers expect from producers is the highest quality of products and services. Product quality is how to describe the product can provide something that can satisfy consumers. According to Assauri (2014, p. 45), product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended. Product quality is the ability of a product to fulfill customer desires. These customer desires include product durability, product reliability, ease of use, and other valuable attributes.

Service quality is important for companies engaged in rental services (decoration). Parasuraman et al. (1985) concluded that service quality is the expectation the desire of customers rather than the services that the company may provide. Meanwhile, Murdick et al. (in Assegaf, 2009) state that service quality is an economic activity that produces or produces time, place, form, and psychological needs or needs.

Service quality is the company's level of ability (ability) to provide everything customers expect to meet their needs. Service can also be defined as something invisible and easily lost. This variable is significant in the purchasing decision process because services that satisfy consumers will impact repeat purchases, ultimately increasing sales.

Purchasing decisions are also influenced by trust in a brand. Trust is a reflection of behavior formed when a product or service can always provide the best quality for consumers.

brands. Past experience in using the brand determines the consumer's commitment to continue using the product (Permatasari & Wahyuningsih (2020).

Trust factors also contribute to customer satisfaction. Morgan and Hunt (1994) in (Surapati et al., 2020) state that trust is the most critical foundation in building a successful marketing relationship and defines trust as a feeling that arises when one party has confidence in the reliability and integrity of the other party. The above studies find that product/service quality, service quality, and trust affect customer satisfaction. However, many studies find that product/service quality, service quality, and trust have no effect and even harm customer satisfaction, such as the results of research: Izzuddin and Muhammad (2020); Permatasari and Wahuningsih (2020); Meida et al., (2022); Kasinem (2020), Maimunah (2020) and Rialmi (2020) Thalia et al., (2018)

The wedding decoration business, commonly referred to as the excellent term wedding organizer (WO), is a service that provides special personalized services that aim to help prospective brides and families of prospective brides from the planning (planning) to the implementation stage. WO provides information about various things related to the wedding event and helps formulate everything needed during the wedding. The provision of WO services is also required to be a moderator between the families of both parties; the wedding organizer understands very well that the smooth running of an event or wedding process depends on the provision of services.

WO Praja Dekorasi provide decoration packages for the lower middle class to the upper middle class. Customers vary; some use wedding organizer services, makeup packages, aisle packages, bridal, and family clothing packages, startup packages, photo and video packages, catering packages, catering equipment rental, blower rental, flower boards, music, dances, and mc/host. This business collaborates with other business owners, such as music, photo, and video shooting. Many ways are done by Wo to satisfy his customers, starting from providing services from before the event organizer, providing consultation, to providing price discounts and attractive offers for prospective customers. It.

The objectives to be obtained from the results of this study are: (1) To determine both partially and simultaneously the effect of product quality, service quality, and trust on customer satisfaction. (2) To determine the variable that most influence customer satisfaction.

METHOD

Scope of research

This study uses quantitative research that examines the relationship between variables to show a phenomenon. This research was conducted at Praja Decoration in Purwodadi

Research Variables

1. Dependent variable (dependent variable)

The dependent variable is the variable whose value is constrained and influenced by the independent variable, typically denoted by the symbol Y. Customer satisfaction is the dependent variable in this study.

2. Independent variable (independent variable)

The independent variables in this study consist of two independent variables (X1, X2, and X3), which are categorized as follows:

X₁ = product quality

X₂ = service quality

X₃ = trust

Data Source

Researchers collected data from two main sources: primary data and secondary data. Each of these data sources has its own characteristics and uses in research.

Primary data is original data collected directly from the source for specific research purposes. This involves the direct collection of information by the researcher or research team. These data are tailored to meet the specific objectives of the research and are collected through various methods, such as surveys, interviews, experiments, observations, or focus groups. Primary data is often considered more reliable and relevant to the research question at hand because it is collected specifically for a particular study.

Secondary data refers to existing data that has been collected by others or for a different purpose from the current research. This data can be obtained from various sources, such as government agencies, research institutions, academic publications, websites, reports, and databases. Researchers use secondary data when the information they need already exists and is relevant to their study, making it a more convenient and cost-effective option.

In many research studies, a combination of primary and secondary data is used to gain a comprehensive understanding of the research topic and to answer various aspects of the research question effectively. The choice between using primary or secondary data depends on the research objectives, available resources, time constraints, and the level of control required during the data collection process.

Population and Sample

1. Population

In this study, the population is all consumers of service users whose population distribution (arrival) cannot be known with certainty.

2. Sample

Based on the reference of Roscoe (1975) cited by Sekaran (Sekaran, 2013, p. 246), the sample used in this study which consisted of 4 variables ($4 \times 10 = 40$) was taken as many as 40 respondents. The sampling technique was carried out using the random sampling method.

The sampling technique was carried out using a random method (random sampling).

Data Collection Methods

The data collection methods in this study are as follows: (1) Questionnaire, (2) Interview, (3) Documentation and literature study.

Data Analysis Results

1. Research Instrument Test

Based on the research instrument test consisting of a validity test and reliability test, it is known that each question item is valid and reliable to qualify for further testing.

2. Analysis Prerequisite Test / Classical Assumption Test

Has passed the analysis prerequisite test; therefore, it is feasible to predict the following analysis.

3. Regression Analysis Results

a. Multiple Linear Regression Test Results

Table 1 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,025	1,714		,598	,553
	Kualitas Produk	,453	,083	,462	5,476	,000**
	Kualitas Pelayanan	,260	,103	,328	2,521	,016*
	Kepercayaan	,245	,118	,254	2,080	,045*
a. Dependent Variable: Kepuasan Konsumen R = 0,919 R sq = 0,844 Adj t = 0,831 F = 65,097**						

Based on Table 1 above, the regression equation can be made as follows:

$$Y = 1.025 + 0.453 X_1 + 0.260 X_2 + 0.245 X_3$$

From the above equation, it can be explained that:

- 1) The constant value of 1.025 indicates that if the independent variable (product quality, service quality, and trust) is zero / none, customer satisfaction will occur at 1.025.
- 2) The product quality variable (X_1) regression coefficient of 0.453 indicates that if the product quality is increased by one unit, it will also increase customer satisfaction by 0.453. Assuming the variables X_2 (service quality) and X_3 (trust) are constant / fixed.
- 3) The regression coefficient of the service quality variable (X_2) of 0.260 indicates that if the service quality is increased by one unit, it will increase customer satisfaction by 0.260. Assuming the variables X_1 (product quality) and X_3 (trust) are constant / fixed.
- 4) The regression coefficient of the trust variable (X_3) of 0.245 indicates that if consumer trust in Praja Dekorasi is increased by one unit, it will increase customer satisfaction by 0.235. Assuming the variables X_1 (product quality) and X_2 (service quality) are constant / fixed.

5) Hypothesis Test

b. T-test

Table 2 Results of T-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,025	1,714		,598	,553
	Kualitas Produk	,453	,083	,462	5,476	,000**
	Kualitas Pelayanan	,260	,103	,328	2,521	,016*
	Kepercayaan	,245	,118	,254	2,080	,045*

a. Dependent Variable: Kepuasan Konsumen

The t-test results can be interpreted as follows:

1) TEST -t Variable X₁ (product quality)

Obtained a value of ρ -value (significance) = 0.000 < 0.01, then H₀ is rejected, and H_a is accepted, meaning that product quality has a significant positive effect on customer satisfaction.

Conclusion: H₁ states that there is an effect of product quality on customer satisfaction at Praja Dekorasi Purwodadi. proven to be true.

2) TEST -t Variable X₂ (service quality)

Obtained a value of ρ -value (significance) = 0.016 < 0.05, then H₀ is rejected, and H_a is accepted, meaning that service quality has a significant positive effect on customer satisfaction.

Conclusion: H₂ states that there is an effect of service quality on customer satisfaction at Praja Dekorasi Purwodadi. Proven to be true.

3) TEST -t Variable X₃ (Trust)

Obtained a value of ρ -value (significance) = 0.045 > 0.05, then H₀ is rejected, meaning that trust has a significant positive effect on customer satisfaction.

Conclusion: H₃ states that there is an influence of trust on customer satisfaction at Praja Dekorasi Purwodadi. Proven to be true.

4) When viewed from the Standardized Coefficients Beta (SCB) value, it turns out that the product quality variable has the highest (most dominant) SCB of 0.462 compared to the SCB value of other variables, the second order is service quality with an SCB of 0.238; The third order is trust with SCB of 0.254. Conclusion: H₄ states that the product quality variable is the most dominant influence on Praja Decoration Consumer Satisfaction in Purwodadi. proven to be true.

4. F-TEST

Table 3 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	329,276	3	109,759	65,097	,000 ^b
	Residual	60,699	36	1,686		
	Total	389,975	39			
a. Dependent Variable: Kepuasan Konsumen						
b. Predictors: (Constant), Kepercayaan, Kualitas Produk, Kualitas Pelayanan						

Source: SPSS 2023

The results of the ANOVA table calculation show that this regression model has a calculated F value of 65.097 with a significance value (p. value) of 0.000 <0.01. So Ho is rejected, and Ha is accepted, meaning that the model is correct in predicting the effect of X1 (product quality), X2 (service quality), and X3 (trust) on Y (customer satisfaction). It means that if the variables X1 (product quality), X2 (service quality), and X3 (trust) on Y (customer satisfaction) are increased together, it will increase customer satisfaction.

RESULTS AND DISCUSSION

From the results of the data analysis that the researchers conducted and have passed the classical assumption test, a discussion can be carried out for each hypothesis that has been formulated in the previous chapter as follows:

H₁: Product quality has a positive and significant effect on customer satisfaction at Praja Decoration in Purwodadi.

Based on the regression test results in Table 2. shows that product quality has a positive and significant effect on customer satisfaction. It can be seen from the magnitude of the regression coefficient of 0.453. It means that increasing product quality by 1 unit will increase customer satisfaction by 0.453 (1 x 0.453), assuming other factors are constant.

H₂: Service quality has a positive and significant effect on customer satisfaction at Praja Decoration in Purwodadi.

Based on the regression test results in Table 2, it shows that promotion has a positive and significant effect on customer satisfaction. It can be seen from the magnitude of the regression coefficient of 0.260. It means that if the quality of service is increased by 1 unit, it will increase customer satisfaction by 0.260 (1 x 0.260), assuming other factors are constant.

H₃: There is a positive and significant effect of trust on customer satisfaction at Praja Decoration in Purwodadi.

The regression test results in Table V.12 shows that trust positively and significantly affects customer satisfaction. It can be seen from the magnitude of the regression coefficient of 0.245. It means that increasing trust by 1 unit will increase customer satisfaction by 0.245 (1 x 0.245), assuming other factors are constant.

H₄: The product quality variable has the most dominant influence on customer satisfaction with Praja Decoration in Purwodadi.

When viewed from the Standardized Coefficients Beta (SCB) value, it turns out that the product quality variable has the highest (most dominant) SCB of 0.462 compared to the SCB value of other variables. It means that if the variables of product quality, service quality, and trust are increased together, then the most dominant influence on customer satisfaction is product quality.

H₅: There is a positive and significant influence between product quality, service quality, and trust on customer satisfaction at Praja Decoration in Purwodadi.

The results of the ANOVA table calculation show that this regression model has a calculated F value of 65.097 with a significance value (p. value) of $0.000 < 0.01$. It means that if the variables X_1 (product quality), X_2 (service quality), and X_3 (trust) on Y (customer satisfaction) are increased together, it will increase customer satisfaction.

The magnitude of the contribution of the influence of product quality, service quality, and (trust on customer satisfaction is 83.10%. The rest ($100\% - 83.10\% = 26.00\%$) is explained by other variables outside this research model, for example, price, promotion, and consumer loyalty.

CONCLUSION

From multiple linear regression testing, the results show that:

1. Empirically, there is a positive and significant effect of product quality on customer satisfaction at Praja Decoration. It means that if the quality of the product received by consumers improves, it will increase customer satisfaction and vice versa.
2. Empirically, there is a positive and significant effect of service quality on customer satisfaction at Praja Dekorasi. It means that if the quality-of-service Praja Dekorasi provides to consumers improves, it will increase customer satisfaction and vice versa.
3. Empirically, there is a positive and significant effect of trust on customer satisfaction at Praja Dekorasi. It means that if the trust given by Praja Dekorasi to consumers improves, it will result in increased customer satisfaction and vice versa.
4. The product quality variable has the most dominant effect on customer satisfaction.

5. It means that if product quality, service quality, and trust are improved together, product quality is the most dominant influence on customer satisfaction.
6. There is a mutual influence interaction between product quality, service quality, and trust on customer satisfaction. It means that if product quality, service quality, and trust interact in a better direction, it will significantly increase customer satisfaction.

The magnitude of the joint influence of product quality, service quality, and trust on customer satisfaction is 83.10%; other variables outside this research model influence the remaining 26.00%, for example, price, promotion, and consumer loyalty. Since there is a positive and significant influence between the variables of product quality, service quality, and trust on customer satisfaction, the company cannot be separated from these three variables to increase customer satisfaction. Customer satisfaction is a feeling that arises either positively or negatively in consumers after consumers get an item that is what consumers expect. By itself, customer satisfaction is related to product quality, service quality, and the level of consumer confidence in the services of Praja Dekorasi.

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