

Customer Satisfaction: Survey on Roti Kembang's Customer

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Abstract

More and more food businesses make competition tighter, so one of the strategies of entrepreneurs to maintain or develop their business is by paying attention to several factors that make their customers have a good loyalty towards the business, one of which is to have a good quality of service. This study aims to determine the effect of service quality on customer satisfaction in the roti kembang. In this study sample used 30 respondents consumer. Roti kembang data collection was obtained through the distribution of online questionnaires via (Google Form) on consumers. The data processing obtained is process during a simple linear regression method with a causal quantitative approach. Statistic analysis was measured using the SPSS computer program version 20 of Windows. Based on the result of his study indicate that there is a positive and significant effect that service quality has an effect on customer satisfaction. Although the level of customer satisfaction is contained in several factors that are not analyzed in this study, but one of the indications that is influential in achieving customer satisfaction is a good level of service. Then employees must be responsive in dealing with complaints from consumers so they do not feel disappointed and the loss of satisfaction with customers. Roti Kembang is also expected to be able to maintain other facilities so that consumers feel satisfied and happy so that it will increase customer loyalty.

Keywords Customer satisfaction, Service Quality

Paper Type Research Paper

Introduction

The food business is one of the businesses that are in great demand by the public, and now the food business is increasingly reach in all levels of society. Good service in a company will create satisfaction for consumers, therefore a company must have a specific strategy for managing services properly. The intended strategy regarding what can affect Customer satisfaction, this is related to services where service is the most important aspect to achieve consumer Satisfaction (Rahman, Yuniarti, & Aprilia, 2020). Quality of products and services can ultimately provide benefits to companies or consumers that can establish a harmonious relationship between product providers and consumers, customer loyalty can be created and a positive word of mouth recommendation is formed so that in the end can increase purchases and an increase in the number of new customers (A.A.G. Agung Hardi Wahyu D., 2017). Significant influence of marketing mix for service variables and dimensions are product, price, place, promotion, participant, physical evidence and process (Permana, Hamdani, & Lindayani, 2020). Facing increasingly fierce competition, one of the main strategies is to increase customer loyalty. Customers are the life blood of a business, because from customers a business gets income. Quality of service is the level of excellence of a service to meet customer desires. High quality services will have a positive impact on customer satisfaction (Permana, 2020)(Novianti, 2018)(Nofrianda, 2019). In marketing we cannot be separated from the influence of consumer behaviour, often these consumer needs are not met and he will show disappointed behaviour. Conversely, if the needs are met consumers will show happy behaviour as a manifestation of satisfaction. Consumer behaviour is the actions of processes and social relations carried out by a product or other as a result of his experience with products, services and other sources. By paying attention to service quality, the company will have more value and create customer satisfactions as to maintain customer loyalty and customers will not easily turn to competitors. Companies must assess how to make customers feel satisfied with the services provided by the company to create customer loyalty. Similarly, the Roti Kembang must pay attention to the quality of customer service in the business. Judging from the trend in sales of Roti Kembang which is decreasing every month, the business must also pay attention to service quality because product quality and product prices are not enough to make customers not switch to competitors, by increasing the quality of workers as the company's added value to achieve customer satisfaction. This study aims to determine the effect of service quality on customer satisfaction. The purpose of this study was made to measure how much influence the quality of service on consumer satisfaction. Based on the research objectives, the formulation of the problem specified is that this study was created to determine the effect of service quality on consumer satisfaction in Roti Kembang.

Literature Review

Service Quality

Quality of service is the performance of a company in meeting the desires and needs of its customers. Each company will certainly compete to improve service performance to achieve high quality standards so that customers do not easily move to competitors. Consumers will essentially buy several products that can meet their wants and needs (Kuntari, Kumadji, & Hidayat, n.d.)(Maulana,

2007). Service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. The service quality of accompany must be maintained and improved because customers expect to get a good service or even exceed what they expect so that customers will be satisfied. Companies that provide commitment to quality and consistently provide quality service will enjoy competitive advantage so that companies can easily foster customer loyalty and foster customer relationships well (Sutrisno, Cahyono, & Qomariah, 2017)(Widjoyo, Rumambi, & Kunto, 2013). Define service quality as a group of benefits that are both explicitly and implicitly useful for the ease of obtaining goods and services quality provides an impact us to customers to for a strong bond with the company. Service quality must start from customer needs and end on customer perception, customer perception of service quality to customers is one of the determinants of marketing success (Setiawan, 2016). Service quality is the level of product and service excellence expected from the product excellence level to meet consumer desires (Rohaeni & Marwa, 2018a). Quality of service or service as follows: the definition of service quality is centred on efforts to meet the need and desires of customers and the accuracy of delivery to offset customer expectations. Five dominant factors or determinants of service quality:

- a. Tangible, which seeks physical appearance, equipment and various materials that look good can be asses.
- b. Empathy, namely the willingness of employees to establish relationships, good communication, personal attention and understanding of the customer's individual needs.
- c. Responsiveness, namely the willingness in the ability of employees to provide services quickly and responsively. Readiness of employees to meet the desires of consumers responsively and friendly.
- d. Reliability, namely the ability to provide services immediately, accurately, consistently, and satisfactorily.
- e. Assurance, which includes the knowledge, competence, courtesy, and trust worth in that the staff has regarding the promise given, free from danger, risk or doubt.

Customer Satisfaction

In a business basically to create a sense of satisfaction with customers. Achieving satisfaction can be a simple but complex process. The level of satisfaction can refer to the function of the difference between perceived performance and expectations. If the performance fails to meet expectations, then the customer becomes dissatisfied. If the performance is in line with expectations, then the customer becomes satisfied. If the performance exceeds expectations, the customer feels very satisfied (Abdurrahman, 2018)(Gofur, 2019) (Gofur,2019)(Vieira, 2003). Every company that pays attention to customer satisfaction will get several key benefits, namely the company's reputation that is increasingly positive in the eyes of customers and the community, and can encourage the creation of customer loyalty that makes it possible for the company, increasing profits, harmonious company relationships with customers. Customer satisfaction is someone's feeling of pleasure or disappointment in the comparison between consumers' impression of the actual or actual level of product and service performance and performance as expected. Customer satisfaction is the level of one's feelings after comparing the perceived performance with expectations. Customer satisfaction is the extent to which a level of product and service is perceived according to the expectations of the customer or buyer (Rohaeni & Marwa, 2018b). Consumer satisfaction occurs after consuming the product or service purchased, consumers generally evaluate the experience of using a product to decide whether they will reuse a product or service. Customer satisfaction is a very influential impact because satisfied customers will make a positive contribution in the company. The key is to meet consumer expectation switch company achievements (Kuntari et al., n.d.)(Wahab, 2002).The attributes of satisfaction formation consist of:

- a. Conformity of expectations
Is the level of conformity between product performance expected by customers and perceived by customers, including
 1. Products obtained are in line with or exceed expectations.
 2. Services provided by employees are in line with or exceed expectations.
 3. Supporting facilities obtained in accordance with or exceed what is expected.
- b. Interest in visiting again
It is the sadness of the customer to revisit or re-purchase related products, including:
 1. Interested in returning because the services provided by employees are satisfying.
 2. Interested in returning because of the value and benefits obtained after consuming the product.
 3. Interested in visiting again because the supporting facilities provided a read equate.
- c. Willingness to recommend.
It is the customer's willingness to recommend products that he has felt to friends or family, including:
 1. Suggest friends or relatives to buy the products offered because the service is satisfying.
 2. Suggest friends or relatives to buy the products offered because the support services provided are adequate.
 3. Suggest friends or relatives to buy the product offered because of the value or benefits obtained after consuming a service product

Previous research

Researchers include some of the results of previous studies as material for consideration in this study

- 1) Journal in his research entitled "Effect of Service Quality and Price Perception on Customer Satisfaction and Its Impact on Customer Loyalty (case study of PT.Pelita Air Service, Jayabaya University)". This study aims to get an overview/description of service quality and perceived price influence on customer satisfaction and its impact on customer loyalty. The unit of analysis in this study is the customer of PT.Pelita Air Service numbered 100 peoples. Sampling using saturated sampling, statistical analysis instruments are measured using SPSS. The results of this study found that service quality has a significant influence on customer satisfaction compared to price perception variables that will only slightly affect customer satisfaction (Firatmadi, 2017).

- 2) Journal with the title "Service Quality Towards Customer Satisfaction (BSIUniversity)". This study aims to determine the effect of service quality on customer satisfaction at PT.Primajasa Perdanayautama Bandung. The method used is a quantitative method. The effect of service quality has a strong relationship on customer satisfaction. This can be shown from the correlation coefficient test results, the determination coefficient test results obtained results that are large enough and significant influence so that it implies that customer satisfaction can be influenced by service quality even though customer satisfaction is also influenced by other factors not examined in this study (Rohaeni & Marwa, 2018b).
- 3) Journal with the research title "Effect of Service Quality on Customer Satisfaction of the Ubud Gianyar Indus Restaurant (Udayana University)". The purpose of this study is to determine the effect of service quality on customer satisfaction. This study uses primary data sourced from direct observations and questionnaires distributed to respondents who then analyzed using multiple linear. The results of data analysis revealed that the variables of physical evidence, reliability, responsiveness, assurance, empathy, and gender differences influence customer satisfaction at the Indus Ubud restaurant (Arie Sulistyawati, 2015).
- 4) Journal with the research title "Analysis of Influence of Service Quality, Price, and Brand Image on Consumer Satisfaction of Pizza Hut Jember Branch". This study aims to determine the effect of service quality, price, and brand image on consumer satisfaction for pizza hut in Jember. The sampling technique used in this study uses nonprobability with a purposive sampling technique and is set at 120 respondents. The data analysis method used is multiple linear regression analysis with the confirmatory approach. The results of this study are the quality of service affect restaurant customer satisfaction. This is because the services provided by the Jember branch pizza hut are in line with expectations and the services provided are sufficient (satisfying). Therefore, the higher the quality of service the customer satisfaction will also increase.
- 5) Journal with the research title "Effect of Service Quality, Product Quality and Trust on Consumer Satisfaction (Study at PT.FIF GROUP Manado Branch)". The research objective is to determine the effect of service quality, product quality and trust, both simultaneously and partially on customer satisfaction. The analysis tool uses multiple regression analysis. The results showed that service quality, product quality and trust had a positive and significant effect both simultaneously and partially on customer satisfaction. The management should pay attention to the expectations and ratings of consumers in order to create consumer satisfaction in using company services (Diza, 2016).
- 6) Journal with the title "J.Co Donuts & Coffee's Consumer Satisfaction". This study discusses customer satisfaction. The results of this study indicate that customers will be satisfied with the consumption of J.Co Donuts, J.Pops Baby Donuts, J.Cool and J.Co Donuts & Coffee offer attributes of good innovation, change behaviour, suitability of offer and service quality (Permana, 2020).

Hypothesis.

This study uses quantitative research by looking for associative relationships that are causal. Associative research is research that aims to determine the relationship of two or more variables. While causal is a causal relationship. In this study the population is the customer of Roti Kembang. The sampling technique used in this study was taken by Probability Sampling, and the selected technique is Simple Random Sampling. Simple Random Sampling is a sampling technique from the population carried out randomly Without regard to strata in that position. The hypotheses in this study are:

Ha: Service quality has a significant effect on customer satisfaction.

Ho: Service quality has no effect on customer satisfaction.

Methodology

This study uses quantitative research by looking for associative relationships that are causal. Associative research is research that aims to determine the relationship of two or more variables. While causal is a causal relationship. In this Study the population is the customer. The sampling technique used in this study was taken by Probability Sampling, and the selected technique is Simple Random Sampling. Simple Random Sampling is a sampling technique from the population carried out randomly without regard to strata in that position. The data used in this study are primary data obtained from consumers or respondents in the form of interviews and respondents' answers to questions raised through questionnaires and secondary data, which are sourced from Various reference materials as well as reports and other sources related to research. According to Cohen, the larger the sample from the size of the existing population the better, but there is a minimum number of limits that must be taken by researchers that is as many as 30 samples. As stated by Baley who stated that for studies using statistical data analysis, the minimum sample size was 30 (Lestari, 2014). If the subject is less than one hundred, it's better to take all of it so that the research is population. But if the number of subjects is large, it can be taken between 10-15% or 15-25% or more. The size of a decent sample in the study is between 30 to 500 (Sugiyono, 2013).

The research population is the consumer of Roti Kembang. Sampling is part of the number and characteristics possessed by the population. Determine whether or not the influence of the independent variable (X) on the dependent variable (Y) can be used a simple linear regression analysis model. This data was processed using Statistical Product and Service Solution (SPSS) version 20. The data used to determine the effect of service quality on customer satisfaction (Imansyah & Irawan, 2017). The measurement scale used by researchers is the interval. Interval scale as a scale that allows researchers to carryout arithmetic calculations on data collected from respondents. The measurement has no real zero value. Measurement of consumer attitudes that are commonly used in marketing research is a Likert scale. Likert scale is a scale that asks respondents to respond to the extent to which agree or disagree about an object that is perceived as strongly agree, agree, neutral, disagree and strongly disagree (Permana, 2020).

Result & Discussion

Characteristics of Respondents

Respondents in this study totaled 30 consumers of Roti Kembang with the following characteristics: (1) 20 respondents or 66.67% were female and 10 respondents or 33.33% were male. (2) 27 respondents or 90% students, 2 respondents or 6.6% employees, 1 respondent or 3.3% self-employed.

Dimension Characteristics

Service quality

Service quality variables have 5 dimensions, namely tangible, empathy, responsiveness, reliability, assurance. Questionnaire data will be explained in table 1 Variable Average Value and Service Quality Dimensions of Roti Kembang service.

Dimensions	Average	Category
Tangible	25.7667	HIGH
Empathy	3.7833	HIGH
Responsiveness	3.4667	HIGH
Reliability	3.6833	HIGH
Assurance	3.6000	HIGH

Table I. Customer satisfaction

Customer satisfaction

In the variable customer satisfaction has 3 dimensions, namely the suitability of expectations, interest in visiting again, willingness to recommend. Questionnaire data will be explained in Table 2. Average Variable Values and Dimensions of Customer Satisfaction in Roti Kembang Garut.

Dimensions	Average	Category
Suitability of expectations.	3.5500	HIGH
Interest in visiting again.	3.4500	HIGH
willingness to recommend.	3.4667	HIGH

Table II. Customer satisfaction

Quality analysis of service to customer satisfaction

The first analysis was conducted to determine the value of the regression coefficient on each dimension of service quality to customer satisfaction. The results of the analysis can be seen in the Regression Coefficient Table

Dimensions		Koefisien Regresi	Standar Error	Nilai T	Sig	Information
X	Y					
Constant		295	493	598	556	
Tangible Empathy Responsiveness Reliability Assurance	Conformity of Expectations	153	143	1.070	295	No effect
		263	122	2.159	041	No effect
		249	184	1.351	189	No effect
		588	240	2.453	022	No effect
		-291	303	-959	347	No effect
Constant		324	515	630	535	
Tangible Empathy Responsiveness Reliability Assurance	Interest in visiting again.	041	149	275	786	No effect
		116	127	914	370	No effect
		172	192	895	379	No effect
		299	250	1.194	244	No effect
		273	317	862	397	No effect
Constant		992	605	1.640	114	
Tangible Empathy Responsiveness Reliability Assurance	willingness to recommend.	-054	176	-306	762	No effect
		154	149	1.031	313	No effect
		470	226	2.081	048	No effect
		051	294	174	864	No effect
		169	372	455	653	No effect

Source: Data processing with SPSS 20 for windows at 30 respondents

Summary Model Analysis is carried out to find the relationship between service quality and customer satisfaction. Testing is done by using the value of the relationship coefficient and the coefficient of determination contained in table IV.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.718	.708	3.02086

a. Predictors: (Constant), Total Quality of Service

Source: Data processing with SPSS 20 for windows at 30 respondents.

Based on the table above, the coefficient of the relationship between service quality and customer satisfaction is expressed with an R_{value} of 0.848. While the R^2_{value} of 0.718 is expressed as the coefficient of determination between service quality and customer satisfaction. That is, service quality affects customer satisfaction by 84.8%. While 15.2% is another variable. Other independent variables outside the regression model were carried out. ANOVA test analysis is performed to determine whether the dimensions of service quality affect customer satisfaction. In this study there are main hypotheses to be tested, namely H_a : *Service quality significantly influences customer satisfaction*.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	651.684	1	651.684	71.413	.000 ^b
	Residual	255.516	28	9.126		
	Total	907.200	29			

a. Dependent Variable: Total Customer Satisfaction.

b. Predictors: (Constant), Total Quality of Service.

Source: Data processing with SPSS 20 for windows at 30 respondents.

Based on Table 5, if the significance value $0.00 < 0.05$ then H_a is accepted. That is, service quality significantly influences customer satisfaction. The results of this study are assumed to be widely applied outside the focus of research on the influence of service quality on customer satisfaction Roti Kembang.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.687	2.397		1.955	.061
	TotalKualitasPelayanan	.765	.091	.848	8.451	.000

a. Dependent Variable: Total Customer Satisfaction.

Source: Data processing with SPSS 20 for windows at 30 respondents.

After analyzing the theory and the results of previous studies, researchers get results to answer the problem formulation with the conclusion that there is an influence of service quality on customer satisfaction of Roti Kembang Garut. Quality of service has a positive influence on customer satisfaction in Roti Kembang Garut.

Conclusion

Roti Kembang Garut is expected to improve the quality of service, namely employees must be responsive to addressing complaints from consumers so they do not feel disappointed and loss of satisfaction with customers. Roti Kembang Garut is also expected to be able to maintain existing facilities for customer convenience and also improve other facilities so that consumers feel satisfied and happy so that it will increase customer loyalty. For further researchers, this research is expected to be a reference in further research in developing this research. It is also expected to further researchers to examine better that affects customer satisfaction. Future researchers are also expected to use more respondents so that the results of the research are even better.

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