

The Influence of Product Quality and Service Quality on Customer Satisfaction Dunkin' Donuts South Jakarta

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ABSTRACT

This study aims to analyze the effect of product quality and service quality on customer satisfaction at Dunkin' Donuts South Jakarta. The results of this study using primary data in the form of a questionnaire with descriptive and inferential analysis methods. The population in this study is an unlimited population and the sample of this study were 100 respondents. The results of the study state that product quality has a significant and positive effect on customer satisfaction. Service quality has a significant and positive effect on customer satisfaction. Product quality and service have a significant and positive effect on customer satisfaction.

Keywords: Product quality, Service Quality, Customer Satisfaction.

INTRODUCTION

In the current era of globalization and competition in the business world is getting tougher. One of the business fields that also feels the tight competition today is the donut and cafe business. In line with existing business developments, there are many promising opportunities for companies to compete with each other to meet consumer needs. The advancement of cultural development has led to a shift in cultural values, one example is changes in lifestyle and technology with opportunities and lifestyle shifts in society that make these activities part of people's life needs (Akpinar & Ozer, 2022). Where Dunkin' Donuts is considered in accordance with the needs and lifestyle. Dunkin' Donuts has a unique concept in combining the concept of donuts and cafes which are now trending among the public. The concept of donuts and cafes used today by Dunkin' Donuts adjusts the development of people's lifestyles. Where Dunkin' Donuts is not only a place to relax and unwind, but also a means to meet business partners or do college assignments for students. Currently, donuts have become a food that is very much favored by all groups from adults, teenagers and parents, even children buy and eat donuts. With the increasing number of donut product companies, it will create competition in the donut business itself.

Table 1. Top Brand Index of Donut Category in Indonesia

Nama	Tahun 2014	Tahun 2015	Tahun 2016
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DUNKIN' DONUTS	47,9%	37,6%	51,7%
J.CO	46,2%	57,2%	40,6%
Country Style	1,3%	0,9%	-

Source: (<http://www.topbrand-award.com>, accessed 2017)

Based on the table above, from the results of the Top Brand Index survey, donut products currently competing in the market include Dunkin' Donuts, J.CO and Country Style. According to survey results, Dunkin' Donuts experiences fluctuations, each year decreasing and increasing. In the top brand index table for donut products above, Dunkin' Donuts in 2016 was in the highest position, namely 51.7%, while J.CO was in second position in 2016, namely 40.6%. And the top brands above, especially Dunkin' Donuts and J.CO, always take turns to become the number one top brand. This indicates that there is a problem with the quality of Dunkin' Donuts products. Dunkin' Donuts is currently still chosen by consumers as a cafe choice for relaxing and gathering with friends or family. Even though consumers are still interested in it as a place to relax and gather together, there are still complaints from Dunkin' Donuts consumers such as prices, product variety, taste and service which consumers still feel are less than satisfactory. The following are several complaints from consumers quoted from (www.rumahpengaduan.com) written by Yudi who expressed his disappointment with the service provided by Dunkin' Donuts employees because they were rude and unfriendly towards consumers.

Currently, Dunkin Donuts is experiencing problems such as consumers who are starting to get bored with the shape of Dunkin' Donuts products which are too thick. The products offered by producers to consumers also have certain aspects, such as product quality. The quality of products from Dunkin' Donuts in terms of taste is inferior to its competitors, because the products from its competitors are more legitimate for donut lovers. (www.detik.com)

From existing problems such as product quality and service quality, consumers who come to Dunkin' Donuts are consumers who only come once a week or even once a month because there are still complaints from consumers and this affects consumer satisfaction. Because if consumers come back to Dunkin' Donuts, consumers will feel satisfied with what they have been given according to their desires and needs and if consumers feel dissatisfied, consumers can switch to competitors or similar competitors. Based on the above phenomenon, this research aims to 1) To analyze the influence of product quality on consumer satisfaction at Dunkin' Donuts South Jakarta. 2) To analyze the influence of service quality on consumer satisfaction at Dunkin' Donuts South Jakarta.

RESEARCH METHOD

This research uses quantitative research methods. The research object that will be studied by the author is consumer satisfaction which is influenced by product quality and service quality. This research uses empirical data sources, namely Dunkin' Donuts respondents located at Poin Square Lebak Bulus, Simatupang gas station, Tanjung Barat gas station and Ramayana Pasar Minggu. Data obtained from distributing questionnaires filled out by Dunkin' Donuts consumers. The sample in this research was consumers who were visiting Dunkin'Donuts South Jakarta. Considerations in taking samples at Dunkin' Donuts in the Poin Square Lebak Bulus area, Simatupang gas

station, Tanjung Barat gas station and Ramayana Pasar Minggu because they are busy areas, the location is so strategic that consumers can easily reach Dunkin' Donuts. Criteria or considerations in selecting samples based on purposive sampling, namely:

1. The criteria for respondents are Dunkin' Donuts South Jakarta consumers.
2. Gender of men and women who purchase Dunkin' Donuts products.
3. Criteria for respondents who have reached the age of >15 years, with the reason being that they are able to make their own decisions.
4. Criteria for respondents to continue consuming products from Dunkin' Donuts.

In this study, the sample used was 100 people to represent the population. The data collection technique used in this study, the researcher will use a questionnaire, which is a structured data collection technique to obtain data consisting of a series of questions, written or verbal, which the respondent answers. Questionnaires by distributing a list of questions to respondents where the list of questions is in the form of close ended questions or closed questions whose questions require definite answers, which are patterned on a priority scale of assessment according to the score weighting according to the Likert scale. The Likert scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The data that has been collected is then analyzed using multiple linear regression analysis.

RESULTS AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test Results

Variabel	Pernyataan	r hitung	r tabel	Keterangan
Quality Product (X1)	Statement 1	0,442	0,194	Valid
	Statement 2	0,449	0,194	Valid
	Statement 3	0,494	0,194	Valid
	Statement 4	0,494	0,194	Valid
Service quality (X2)	Statement 1	0,433	0,194	Valid
	Statement 2	0,538	0,194	Valid
	Statement 3	0,555	0,194	Valid
	Statement 4	0,442	0,194	Valid
	Statement 5	0,276	0,194	Valid
Consumer Satisfaction (Y)	Statement 1	0,548	0,194	Valid
	Statement 2	0,612	0,194	Valid
	Statement 3	0,462	0,194	Valid

Source: Primary Data Processed 2017

From calculations using SPSS 17.0, the data tested on 100 respondents stated that all statement items 1-12 for the product quality, service and consumer satisfaction variables were valid. This can be seen from the calculation results with the table above, that rcount is greater than rtable (0.194). If the measuring instrument or questionnaire is proven to be more than 0.60 then the questionnaire can be relied on as a research measuring tool.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Decision
Product Quality (X1)	0,615	Reliable
Service Quality (X2)	0,712	Reliable
Consumer Satisfaction (Y)	0,789	Reliable

Source: Primary Data Processed 2017

Based on this table, it shows that all variables in the research on product quality, service and consumer satisfaction have Cronbach's alpha values above the minimum Cronbach's alpha value > 0.60 , so it can be said that all measuring concepts for each variable from the questionnaire are reliable. This means that the questionnaire used in this research is a reliable and reliable questionnaire.

a. Classic assumption test

1) Normality Test

In table can be seen that in the Asymp column. Sig. (2-tailed) for the 2-sided test is 0.340. The results of the One Sample Kolmogorov-Smirnov test can be seen for the data above to be $0.340 > 0.05$, so it can be stated that the product quality, service and consumer satisfaction data are normally distributed.

Table 4. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.84761085
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.058
Kolmogorov-Smirnov Z		.940
Asymp. Sig. (2-tailed)		.340
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary Data Processed 2017

2) Multicollinearity Test

In the coefficients table below, it is known that each product and service quality variable has a tolerance value > 0.1 for product quality tolerance service quality (X2) = 1.454, this value shows that it is smaller than the VIF value < 10 , so it can be concluded that the regression equation model does not contain multicollinearity between the independent variables in this regression model.

Table 5. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	PRODUCT QUALITY	.688	1.454
	SERVICE QUALITY	.688	1.454

a. Dependent Variable: KEPUASAN KONSUMEN
Source: Primary Data Processed 2017

3) Autocorrelation Test

Based on the Durbin-Watson table, it is known that the DW value is 1.954 to detect whether there is autocorrelation, so the Durbin-Watson test is carried out from the number of independent variables 2 (k=2) n=100, then a du value of 1.72 is obtained (DW table) with the following conditions:

$$1.72 < DW < 4 - 1.72$$

$$1.72 < 1.954 < 1.63$$

From this explanation, it can be concluded that there is no autocorrelation in the linear regression model of this research.

Table 6. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.798 ^a	.637	.630	.85630	1.954

a. Predictors: (Constant), KUALITAS PELAYANAN, KUALITASPRODUK
b. Dependent Variable: KEPUASAN KONSUMEN

Source: Primary Data Processed 2017

4) Heteroscedasticity Test

From the results of the heteroscedasticity test referring to the table below, it can be seen that the correlation between the product quality variable (X1) and Unstandardized Residual has a significant 2-tailed value (0.555 > 0.05), the correlation between the service quality variable (X2) and Unstandardized Residual has a value significant 2-tailed (0.603 > 0.05). Because the correlation between the dependent variable and residual significance is more than (0.05), it can be concluded that there is no heteroscedasticity problem.

Table 7. Heteroscedasticity Test

Correlations					
			Kualitas Produk	Kualitas Pelayanan	Unstandar dized Residual
Spearman' s rho	KUALITASPRODUK	Correlation Coefficient	1.000	.496**	.060
		Sig. (2-tailed)	.	.000	.555
		N	100	100	100
	KUALITAS PELAYANAN	Correlation Coefficient	.496**	1.000	.053
		Sig. (2-tailed)	.000	.	.603
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	.060	.053	1.000
		Sig. (2-tailed)	.555	.603	.
		N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed 2017

b. Multiple Linear Regression Analysis

Based on the table below, it can be explained that the linear regression equation is as follows:

$$\text{Consumer Satisfaction} = 0.269 \text{ Product Quality} + 0.617 \text{ Service Quality}$$

Information:

1. The product quality regression coefficient (X1) has a positive value on consumer satisfaction of 0.269, meaning that the better the product quality, the more consumer satisfaction will increase.
2. The service quality regression coefficient (X2) has a positive value on consumer satisfaction of 0.617, meaning that the better the service quality, the greater the consumer satisfaction.

Table 8. Multiple Linear Regression Coefficient Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.912	.882		2.169	.033
	KUALITASPRODUK	.181	.050	.269	3.643	.000
	KUALITAS PELAYANAN	.386	.046	.617	8.363	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Source: Primary Data Processed 2017

c. Model Feasibility Test

1) F Test

Based on the f test results referring to the F test table, it can be explained that the calculated F value is 85.225 (significant 0.000). The Ftable value is obtained from the residual degree of freedom (df) value, namely 97 as the denominator df and Regression (treatment) df, namely 2 as the numerator df with a significance level of 5%, so that the Ftable value ($\alpha = 5\%$) is obtained, namely 3.09 because the Fcount value is greater than Ftable ($85.225 > 3.09$) with a significance level of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, meaning product quality (X1) and service quality (X2)

together have a positive effect and significant to consumer satisfaction (Y). The results of this explanation show that the model developed in the research is feasible, meaning that the variables used in the model are able to explain the model being analyzed.

Table 9. F test

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	124.984	2	62.492	85.225	.000 ^a
	Residual	71.126	97	.733		
	Total	196.110	99			

a. Predictors: (Constant), KUALITAS PELAYANAN, KUALITASPRODUK
 b. Dependent Variable: KEPUASAN KONSUMEN

Source: Primary Data Processed 2017

2) R2 Test (Coefficient of Determination)

Based on the table below, the correlation coefficient (R) value is 0.798 and Rsquare is 0.637 = 63.70%. The coefficient of determination (R2) value is 63.70%, meaning that 63.70% of the dependent variable of consumer satisfaction can be explained by the independent variable, namely product and service quality, while the remaining 36.30% is explained by other variables that are not included in this research.

Table 10. Coefficient of Determination Test Results (R2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.798 ^a	.637	.630	.85630	

a. Predictors: (Constant), KUALITAS PELAYANAN, KUALITASPRODUK
 b. Dependent Variable: KEPUASAN KONSUMEN

Source: Primary Data Processed 2017

Hypothesis Testing (t Test)

The t test is used to test individually (partially) the influence of the independent variables, namely product and service quality on consumer satisfaction. The t test uses coefficients analysis with SPSS processing which is explained in the table that:

1. The calculated t value for product quality is 3.643, which is at a significant value of 0.000 < 0.05, so Ho is accepted. The conclusion is that accepting Ho and rejecting Ha states that product quality has a positive and significant effect on consumer satisfaction with Dunkin' Donuts products, South Jakarta.
2. The service quality t-count value of 8.363 is at a significant value of 0.000 < 0.05, so Ho is accepted. The conclusion is that accepting Ho and rejecting Ha states that product quality has a positive and significant effect on consumer satisfaction with Dunkin' Donuts products, South Jakarta.

Table 11. T Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.912	.882		2.169	.033
	KUALITASPRODUK	.181	.050	.269	3.643	.000
	KUALITAS PELAYANAN	.386	.046	.617	8.363	.000

Source: Primary Data Processed 2017

Discussion

The Influence of Product Quality on Consumer Satisfaction

Based on the research results, it can be seen that there is a significant influence between Product Quality on Dunkin' Donuts Consumer Satisfaction, meaning that product quality can be used as a basis for increasing Dunkin' Donuts consumer satisfaction. This shows that Dunkin' Donuts consumer satisfaction is influenced by product quality.

So, based on the regression test the product quality variable (X1) is 0.269, meaning that if product quality increases, then consumer satisfaction will increase by 0.269 assuming the other independent variables have constant values. If the value is positive, it means there is a positive influence between product quality and consumer satisfaction. The t test results show that the significant value is $0.000 < 0.05$, which means product quality has a positive and significant effect on consumer satisfaction.

The results of this research are in accordance with the results of research conducted by (Mahira et al., 2021) and (Sembiring & Suharyono, 2014) that product quality has a significant effect on consumer satisfaction. In accordance with supporting theory, according to Kotler and Armstrong (2012: 283), product quality is the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. A product is designed to meet the needs of a predetermined target market and is usually the starting point in creating a marketing mix. The starting point for achieving company goals is to create the right product according to the wants and needs of the target market.

The Influence of Service Quality on Consumer Satisfaction

Based on the research results, it can be seen that there is a significant influence between Service Quality on Dunkin' Donuts Customer Satisfaction, meaning that Service Quality can be used as a basis for increasing Dunkin' Donuts customer satisfaction. This shows that Dunkin' Donuts consumer satisfaction is influenced by service quality.

Based on the results of the multiple linear regression test, the service quality variable (X2) is 0.617, meaning it is 2x greater than product quality. If service quality increases, consumer satisfaction will increase by 0.617 assuming other independent variables have constant values. If the value is positive, it means there is a positive influence between service quality and consumer satisfaction. The t test results show that the significant value is $0.000 < 0.05$, which means that service quality has a positive and significant effect on consumer satisfaction.

The results of this research are in accordance with the results of research conducted by (Gofur, 2019) and (Anggraini & Budiarti, 2020) state that service quality has a positive influence on consumer satisfaction, in accordance with supporting theory

according to Kotler and Keller (2009:243) which states that service quality will be perceived as satisfactory if the service received according to expectations.

CONCLUSION

Based on the analysis that has been carried out, several conclusions can be drawn, including that product quality variables have a positive and significant effect on consumer satisfaction. This shows that the quality of the products provided by Dunkin' Donuts has received a good and positive response from Dunkin' Donuts consumers. Meanwhile, the service quality variable shows that there is a positive and significant influence on consumer satisfaction. This shows that if the elements contained in Dunkin' Donuts service quality are improved, this will also increase Dunkin' Donuts consumer satisfaction. Apart from that, the variable that contributes the most to consumer satisfaction in this research is the service quality variable. This can be concluded that service quality is said to be good and consumers must pay more attention because service quality and consumer satisfaction are very important for every company.

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