

# THE EFFECT OF PRODUCT QUALITY FOR INCREASE CONSUMER SATISFACTION AT SHOE AND SANDAL STORES IN BOGOR REGENCY

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## ABSTRACT

The aims of this study are (1) to find out whether product quality is related and has an effect to consumer satisfaction. This type of quantitative descriptive research with a questionnaire as a data source. The population in this study is the number of consumers who buy shoes and sandals in Bogor for one year, namely in 2021, selling 12,775 people. The sample in this study was 92 respondents, the sampling used was accidental sampling, which is the technique of making a sample based on coincidence, that is, anyone who coincidentally meets a researcher who is buying at a shoe and sandal shop in Bogor is used as a sample. The analytical tool in this research is simple linear regression.

**Keyword:** Product Quality, Consumer Satisfaction, Bogor

## 1. INTRODUCTION

In modern times, shoes and sandals are one of the products that can support one's appearance in one's activities, especially among teenagers. The use of shoes and sandals with well-known brands is considered to be able to make a person look more confident and can affect a person's lifestyle. For this reason, consumers will usually look more at the quality of the product, which is in accordance with their lifestyle so that consumers will feel satisfied. This phenomenon is exploited by shoe and sandal manufacturers by issuing various types and brands issued in Indonesia. Manufacturers of shoes and sandals are competing to design their products in such a way as to attract consumers to buy their products. Manufacturers of shoes and sandals are the main focus of attention for customer satisfaction.

Customer satisfaction is the customer's response to the discrepancy between the previous level of interest and the actual performance he feels after using defines by Rangkuti (2012: 76). Achieving

customer satisfaction is a powerful weapon for companies to be able to enter the arena of competition, in achieving competitive advantage, and being able to increase market share defines by Wang and Lo (2012: 51). The firm achieve this customer satisfaction, it requires the commitment of the company's management as well as proper knowledge of customer desires and perceptions where customer satisfaction is an after-purchase evaluation where the chosen alternative is at least equal to or exceeds consumer expectations. As stated by Kottler and Keller (2015: 138) that satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or result) against their expectations. If the performance fails to meet expectations, the consumer is dissatisfied, otherwise if it meets expectations, the consumer will be satisfied. So that customers are satisfied, the quality of service must be improved. Satisfying consumer needs is the desire of every company.

In addition to important factors for the survival of the company, satisfying consumer needs can increase the advantage in the competition. Consumers who are satisfied with products and services tend to buy reuse products and reuse services when the need arises the same reappeared at a later date. This means that satisfaction is key factor for consumers in making repeat purchases is the largest portion of the company's sales volume. When consumers are satisfied with the services offered, the company will get responses and feedback directly from consumers and also give a positive sign that the company pays attention to its consumers. Basically the purpose of a business is to create satisfied customers. Every person or organization (company) must work with internal and external customers to meet their needs in collaboration with internal and external suppliers for the sake of creating consumer satisfaction. Companies in winning the competition must display the best product quality and be able to meet consumer tastes that are always changing and developing.

Product quality according to Kotler and Armstrong (2018:272) is characteristics of a product or service that depend on its ability to satisfy stated or implied customer needs". Product quality is the product's ability to exhibit a variety of functions including durability, reliability, accuracy, and ease of use (Kotler and Armstrong, 2017:346). Product quality has a very important meaning in consumer satisfaction. If the quality of the product produced is good then consumers tend to be satisfied, whereas if the quality of the product is not as expected by consumers, consumers will divert their purchases to other similar products. Often, consumers' minds are already imprinted that certain company's products are much higher quality than competitors' products and consumers will buy products they believe are of higher quality. Although consumers have perceptions different on product quality, but at least consumers will choose products that can satisfy their needs. Shoe stores have provided good quality shoe products in order to create customer satisfaction in accordance with consumer expectations. Covid-19 Pandemic period which has affected aspects of life globally, both in the business world and in the global world, including shoe and sandal shops, which usually sell around, meet directly with consumers to make the bidding process easier with shop owners for purchases, but due to the influence of Covid-19 the marketing activities of the shoe and sandal shops that were carried out experienced a decline in sales.

According to the owner of a shoe and sandal shop in Bogor City, in 2019 before the pandemic, total income in 1 year reached 14,600 thousand, while in 2020 it decreased to 7,300 in sales in 1 year, then in 2021 it rose slightly by 10,950, this is due to This is because the government has reduced activities outside the home and crowded places in order to suppress the spread of the Covid-19 virus. COVID-19 pandemic has made the traders restless. This is due to the weakening purchasing power of the people due to decreased income. One of the reasons for this decline in income was the result of layoffs (PHK) as a result of the Covid-19 pandemic. In addition to layoffs, the decrease in income was also caused by a reduction in salaries and a decrease in business turnover.

## Problem Formulation

Based on the background above the main of question on this research is product quality is related to customer satisfaction.

### **Research Purpose**

This research was conduct with the aim to provide an answer to the problems faced by the company by analyzing the influences such as product quality is related and has an effect to customer satisfaction.

### **Benefit to Research**

This Research is expected to have the following benefits:

#### **Practical Benefits**

This research is expected to be an input for companies, especially shoe and sandal shops in Bogor to maintain product quality and recommendations to determine consumer wants and needs by strengthening consumer satisfaction so that consumers will make repeat purchases and become loyal. The company have not been worried again for result of their income and will be taken increase of their consumer satifaction.

#### **Theoritical Benefits**

This research can be used as a provision of knowledge to add insight and knowledge for further research for increase knowledge and can be useful as a reference that can be taken into consideration which related between product quality and consumer satisfaction. It can also can be used as a reference that can be taken into consideration for students in conducting research with the same object or problem and developing it in the future.

## **2. LITERATURE REVIEW**

### **Customer satisfaction**

In essence, the purpose of business is to create and retain customers. Consumers in the traditional view are people who buy and use their products. All management efforts are directed at one main goal, namely the creation of customer satisfaction. Consumer satisfaction is a measure and customer expectations of a company's product or service as long as it is used by customers” Felicia (2016:1). Meanwhile, according to Kotler & Keller in Setiawan, et al (2016: 3), consumer satisfaction is the level of consumer feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or results) with their expectations. Gaspersz (2015: 51), adds that consumer satisfaction can be defined as a condition where the needs, desires, and expectations of consumers can be fulfilled through the products consumed.

Definitions above, it is known that consumer satisfaction is the level of one's feelings when receiving the product or service offered and comparing the performance of the product or service received with consumer expectations. Consumer expectations play a role important and very big influence in determining the quality of products (goods and services) and evaluating it, consumers will use their expectations as a standard or reference. Because consumers are people who receive the work of a person or an organization, only they can determine what the quality is and only they can convey what and how their needs are. Satisfied customers are loyal longer, are less price sensitive and make favorable comments about the company.

### **Product Quality**

Product quality is something that needs the main attention of the company. Every company must have a level of quality that will help or support efforts to improve or maintain the product's position in its target market. The companies which provide products with the best quality are prioritized, because they can create loyal customers. Products offered with poor quality, can cause customers to tend to be disloyal. So that the purchase was switched to other companies that offer similar products. Anggraini

(2020:8). product quality is the suitability of product use (fitness for use) to meet consumer needs and satisfaction.

## Conceptual Framework

### Effects of Product Quality on Customer Satisfaction

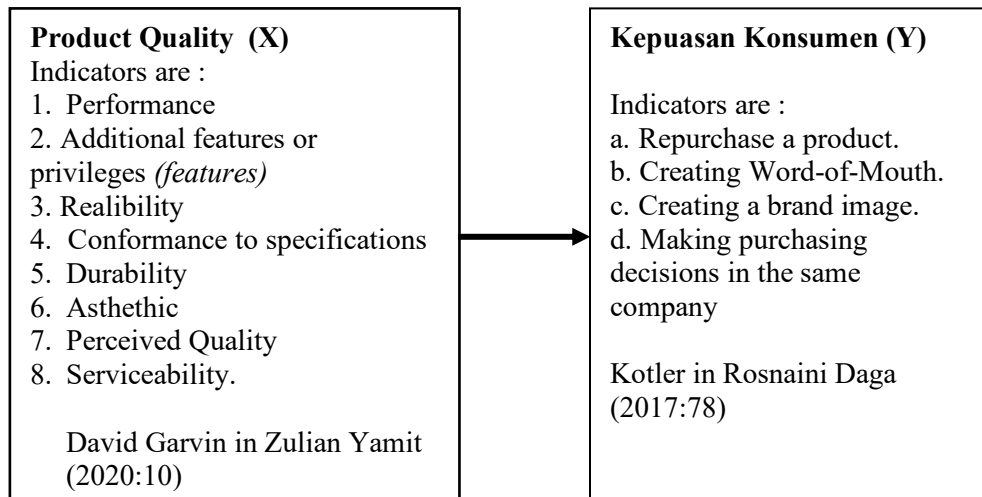
- 1) Meri Anggraini (2020) Sultan Syarif Kasim, Islamic University Riau Weekend, Research title The Effect of Product Quality on Purchase Decisions at the MTC GIANT Panam Panam Baru Bata Shoe Store according to Sharia Economics. The results showed that product quality had a positive and significant effect on purchasing decisions at the Bata Shoe Store MTC GIANT Panam Pekanbaru according to Islamic Economics.
- 2) Angga Bangkit Pambudhi (2020), Islamic Institute Purwokerto, with research title Effect of Product Quality, brand image, and advertising on shoe purchasing decisions at sports station Rita Supermall Purwokerto. The results show that (1) product quality has a positive effect on purchasing decisions. purchasing product quality, brand image, and advertising together have a simultaneous effect on purchasing decisions.
- 3) Nurul Atikah (2018), University of North Sumatra. Research title The Effect of Product Quality, Price, and Promotion on Adidas Shoes Purchase Decisions for Students of the Faculty of Economics and Business, University of North Sumatra. The results showed that product quality, price, and promotion had a significantly positive effect on purchasing decisions.
- 4) Ina Mur Diana (2017), Sanata Dharma University Yogyakarta, Research title The Effect of Product Quality, Service Quality and Price on Consumer Satisfaction Case Study at Viola Ladies Boutique in Yogyakarta. The results showed that product quality, service quality and price had an effect on consumer satisfaction while product quality had no effect on consumer satisfaction at Viola Ladies Boutique in Yogyakarta.

The essence of business's purpose is to create and retain customers. Consumers in the traditional view are people who buy and use their products. All management efforts are directed at one main goal, namely the creation of customer satisfaction. According to Kotler in Rosnaini Daga (2017:78) are mentions that there are four indicators as follows, a. Repurchase a product customers will return to buy a product provided by the same company, b. Creating Word-of-Mouth consumers will say good things they feel about the company to others, c. Creating a brand image for customers only pay attention to the same particular company brand and will pay less attention to the brands and advertisements of competitors' products, d. Making purchasing decisions in the same company purchase another product from the same company.

This research also have a related of theories and indicators such as defined by David Garvin in Zulian Yamit (2020:10) that product quality is the ability of a company to give identity or characteristics to each of its products so that consumers can recognize the product. There are 8 (eight) product quality indicators, which are as follows: first, performance namely the main characteristics or functions of a product that we buy. Usually this is our first consideration in buying a product. Second, Additional features namely additional characteristics or characteristics that complement the product. Third, Reliability namely the probability of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions as well. Fourth, conformance to specifications namely the extent to which the design and operating characteristics meet pre-determined standards. Fifth, durability related to how long the product can continue to be used. Sixth, aesthetics namely the appeal of the product to the five senses. Seventh, perceived quality namely consumer perceptions of the overall quality or superiority of a product. Usually, due to the lack of knowledge of the buyer about the attributes or characteristics of the product to be purchased, the buyer perceives its quality from the aspect of price, brand name, advertising, company reputation, and country of manufacture. The end of this indicators are ease of repair (serviceability), include speed, convenience,

and satisfactory complaint handling. The services provided are not limited to just before sales, but also during the sales process to after-sales including repair services and the availability of the required components.

We can look from the opinion of expert above it can be concluded that description the flow of thought between research variables with reference to the results of previous studies and expert opinions, it can be described through the research model framework as follows:



**Figure 1 Conceptual Framework**

### Research Hypothesis

There is a relationship between product quality and consumer satisfaction. So, product quality (X) has positive effect and significant to consumer satisfaction (Y).

### 3. METHODS

This research is a quantitative research using the SPSS 17 version program analysis tool. The number of respondents is 92 employees of Alfamart Retail Industries. The sampling technique in this study was purposive accidental sampling using Solvin formulas.

### 4. FINDINGS AND DISCUSSION

**Table 1 Gender of Respondents**

No.	Gender	Amount	Presentase
1	Man	24	26%
2	Women	68	74%
Total		92	100%

Source: Processed primary data (2022).

**Tabel 2 Age of Respondents**

No	Age	Amount	Presentase %
1	18-24	51	56%
2	25-30	32	35%
3	36-45	6	6%
4	40-50	3	3%
Total		92	100%

Source: Processed primary data (2022).

Based on the information in table 4.1, it can be seen that of the 92 respondents, the number of respondents who are male as many as 24 (26%) while the female sex is 68 people (74%) are respondents. Based on the information in table 4.2 above also, it is known that from 92 respondents, the number of respondents aged 18 - 24 years were 51 people, aged 25 - 30 were 32 people, aged 36 - 45 were 6 people, and ages 40-50 years were 3 people. Judging from the age level of the respondents, it can be seen that of the 92 respondents, most of the respondents (56%) were respondents aged 18-24 years.

**Table 3 Education of Respondents**

No	Education	Amount	Presentase %
1	SLTA/SMA	51	56%
2	D3	23	25%
3	S1	16	17%
4	S2	2	2%
Total		92	100%

Source : Processed primary data (2022).

Based on the information in table 4.3 above, it is known that of the 92 respondents, the number of respondents indicated that 56% or 51 respondents had their last education high school/high school, while 25% or 23 respondents had their last education D3, and for S1 as many as 17% or 16 respondents, and the last 2% or 2 respondents whose last education was S2. Thus, it can be seen that the majority of respondents have the last education of SMA/SMA.

**Table 4 Respondents of Marital Status**

No	Martial Status	Amount	Presentase %
1	Not Married	58	63%
2	Married	32	35%
3	Widower	2	2%
Total		92	100%

Source : Processed primary data (2022)

**Table 5 Respondents Of Occupation**

No	Education	Amount	Presentase %
1	Student	42	45%
2	Government Employees	22	24%
3	Private Employees	11	12%
4	Housewife	3	3%
5	Laborer	12	13%
6	ABRI	2	2%
Total		92	100%

Source: Processed primary data (2022)

Based on the information in table 4.4 above, it is known that from 92 respondents, the number of marital status of respondents who are unmarried is 58 people, 63% of respondents, while 32 people are married, 35% of respondents, and widowers / widows are 2 people, 2% of respondents. It can be seen that out of 92 respondents, the majority of respondents are unmarried. Meanwhile, The information of 4.5 on the table above, it is known that out of 92 respondents, 42 respondents (45%), civil servants (24%) were students, 11 private employees (12%), housewives as many as 3 people (3%). There are 12 workers (13%), ABRI as many as 2 people (2%), Thus it can be seen that respondents are dominated by students.

**Table 6 Item Validity Test Results Service Quality Variable (X)**

Variabel	Item	r hitung	r tabel	Kesimpulan
Kualitas Produk (X)	Item 1	0,690	0,178	Valid
	Item 2	0,695	0,178	Valid
	Item 3	0,650	0,178	Valid
	Item 4	0,579	0,178	Valid
	Item 5	0,637	0,178	Valid
	Item 6	0,397	0,178	Valid
	Item 7	0,680	0,178	Valid
	Item 8	0,633	0,178	Valid
	Item 9	0,615	0,178	Valid
	Item 10	0,701	0,178	Valid
	Item 11	0,232	0,178	Valid
	Item 12	0,275	0,178	Valid
	Item 13	0,347	0,178	Valid
	Item 14	0,223	0,178	Valid
	Item 15	0,283	0,178	Valid

Source: Primary data processed (2022)

Based on table 4.6 the product quality variable (X) of the 15 statement items is valid, this can be seen from the product moment correlation value (r count) for each statement item which is greater than the r-table value of 0.178 (significant level 5% and  $n = 92$ ), Thus the 15 items in the instrument meet the requirements of statistical validity or authenticity and the data can be used to measure this research accurately and carefully.

**Table 7 Item Validity Test Results Customer Satisfaction Variable Y**

Variabel	Item	r hitung	r tabel	Kesimpulan
Kepuasan Konsumen (Y)	Item 1	0,615	0,178	Valid
	Item 2	0,641	0,178	Valid
	Item 3	0,628	0,178	Valid
	Item 4	0,440	0,178	Valid
	Item 5	0,652	0,178	Valid
	Item 6	0,417	0,178	Valid
	Item 7	0,428	0,178	Valid
	Item 8	0,692	0,178	Valid
	Item 9	0,328	0,178	Valid
	Item 10	0,695	0,178	Valid
	Item 11	0,461	0,178	Valid
	Item 12	0,301	0,178	Valid
	Item 13	0,409	0,178	Valid
	Item 14	0,419	0,178	Valid
	Item 15	0,345	0,178	Valid

Source: Primary data processed (2022)

Based on the statement from table 4.7 the Employee Performance variable (Y) of the 15 statement items is valid, it can be seen from the product moment correlation value (r count) for each statement item which is greater than the r-table value of 0.178 (significant level 5% and  $n = 92$ ), Thus the 15 items in the instrument meet the requirements of statistical validity or authenticity and the data can be used to measure this research accurately and carefully.

**Tabel 8 Reliability Test Results**

Variable	Value of Alpha	Conclusion
Product Quality (X)	0,862>0,6	Reliabel
Customer Satisfaction (Y)	0,857>0,6	Reliabel

Source: Primary data processed (2022)

Based on table 4.8 shows that the instrument for each research variable is reliable, because count > 0.6 on the product quality variable has count  $0.862 > 0.6$  and Consumer Satisfaction variable has  $\alpha$  count  $0.857 > 0.6$ . Test Descriptive statistical analysis is used to find out the picture, in describing each research variable is to make a rating scale. The calculation of the rating scale is by multiplying the entire frequency of the data by the weighted value.

## Hypothesis Testing

**Table 9 Result of Test T**

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	24.125	6.462		3.733	.000
	Kualitas Produk	.491	.107	.434	4.576	.000

a. Dependent Variable: Kepuasan Konsumen

Source: Data processed (2022)

Based on the results of the t-test above, the t tabel value of the product quality variable is 0.178 (obtained by finding the value of  $df = n - k - 1 = 16 - 3 - 1 = 12$ , and  $\alpha$  value of = 5% is divided into two, namely 5%:  $2 = 0.025$ ) and the t count is 4,576. Because the value of t count > t table is  $4,576 > 0.178$ . So, it can be concluded that  $H_0$  is rejected, and  $H_a$  is accepted, which means that product quality affects consumer satisfaction. And based on the tcount significance of 0.000 which is smaller with a value of 0.05. The results of the t-test for the product quality variable (X) obtained the t-count value of 4.576 and t-table 0.178 ( $df=92$ ) with a significance level of 0.000; because t count > t table ( $0.000 > 0.05$ ), and the significance is smaller than 0.05 ( $0.000 < 0.05$ ), then the regression coefficient has a positive value of 4.576, the hypothesis which states that "product quality (X) has an effect on positive on consumer satisfaction (Y)," proved.

## Discussion

### Service Quality has positive and significant effect of customer satisfaction

Based on the analysis results show that product quality (X) is positively and significantly related to customer satisfaction (Y) at the Shoe and Sandals Store in Bogor. This is evidenced by the results of calculations that have been carried out, the relationship between the product quality variable (X) and consumer satisfaction (Y) is 0.434 while the significance value is 0.000, thus the two variables have a significance value smaller than 0.05, namely ( $0.000 < 0.05$ ) so that the relationship is declared linear.



Based on testing of 92 respondents who buy shoes and sandals at a shoe and sandal shop in the city of Bogor. This test, statistically proves that product quality (X) is related (effect) to consumer satisfaction (Y) at a shoe and sandal shop in the city of Bogor.

## 5. CONCLUSION AND RECOMMENDATION

### Conclusion

There is a positive and significant effect of product quality on Alfamart consumer satisfaction in Bekasi.

### Suggestion

- 1) Based on the results of the research and the conclusions described above, there are several suggestions that can be used as input and consideration for itinerant shoe sellers. The suggestions from the author are as follows: For mobile traders, sales activities in marketing shoe and sandal products are not only done at home and around, but can be done online using social media, to expand market share through marketing applications and sales via Facebook, Instagram and WhatsApp.
- 2) For further research, it can guide and foster business owners to download several applications that can be used to market products on social media.

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