

The Influence Of Product And Service Quality On Consumer Satisfaction At Burger King In Bandar Lampung

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Abstract

Burger King Bandar Lampung encountered a problem, namely, Burger King sales data in Bandar Lampung experienced sales instability, as evidenced by fluctuations in Burger King Bandar Lampung sales revenue. The purpose of this study was to see how product quality and service quality affected consumer satisfaction at Burger King in Bandar Lampung. The sample in this study is made up of 100 Burger King customers. A questionnaire was used to collect data. SPSS version 25 with valid and reliable status is used to test the validity and reliability of research. According to the findings of this study, product quality and service quality both influence consumer satisfaction.

Keywords: Entrepreneurial Spirit, Personal Independence, and Business Success .

INTRODUCTION

Consumer loyalty influencing consumer satisfaction and dissatisfaction has become a hot topic of discussion at the global, national, industry and company levels. One of the factors that influences consumer loyalty is the quality of goods/services desired by consumers, so quality assurance is a top priority for every company, and is currently used as a benchmark for a company's competitive advantage. Customers will be very satisfied if performance exceeds their expectations, and customers will be disappointed if current performance is far from their expectations.

Companies must attract public attention and present a positive image by offering high-quality products at low prices. Seeing this situation, the Company must strive to

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improve by providing the best service to the community so that it can compete with other businesses. With good service, it is hoped that the community will feel appreciated and that their rights will not be neglected, and in the end community companies will lose customers to other companies.

Highly satisfied customers generally remain loyal for longer periods of time, buy more when a company introduces new products and improves old ones, recommend the company and its products to others, and are less sensitive to price. However, if customers are dissatisfied, it can have a negative impact on the company, such as reducing the number of customers because customers are no longer interested in using the company's services or products so that sales decrease. Product and service quality is an important factor that influences customer satisfaction.

The existence of a company with good product quality will create satisfaction for customers. When customers are satisfied with a product or service, they will compare it with others. When customers are satisfied, they are more likely to repurchase and even recommend the product or service they are currently using to others (*speech to speech*). Therefore companies must pay attention to the quality of their products because customer satisfaction is very important to maintain business and compete with other companies.

Companies must consider the quality of their existing services alongside the quality of their products. A company's customers will be satisfied if the service is of high quality. Consumers will compare services after feeling satisfied with the product or service they receive. If customers are truly satisfied, they will buy again and recommend that others buy from the same place. As a result, businesses must question the importance of service quality, as it is increasingly recognized that customer satisfaction is an important factor for staying in business and competing.

Burger King is a restaurant fast originating dish from the United States . PT. Sari Burger Indonesia entity corporation PT. Adiperkasa Partners built its first store in Indonesia in the 1980s, but Burger King closed Because crisis monetary in 1998. Several years later , Burger King designed campaign marketing to seize return interest customers and open return the shop in April 2007. (Ratriani , 2020) . Following Burger King information in Bandar Lampung:



Table 1. Data on Burger King outlets in Bandar Lampung

No.	Restaurant Name	Address
1	Burger King Zainal Abidin	Jl. ZA. Pagar Alam, Gedong Meneng, District. Rajabasa, Bandar Lampung City
2	Burger King Antasari	Jl.Prince Antasari No.8, Kalibalau Dating, Peace, Bandar Lampung City

Source: Processed data , 2022.

Based on table 1.2 , currently there are two Burger Kings in Bandar Lampung outlet where the first outlet is located in Salah One Burger King Indonesia branch located on Jl. ZA. Fence Nature , Gedong Meneng , District . Rajabasa , Bandar Lampung City and Jl. Pangeran Antasari No. 8, Kalibalau Dating , Peace , Bandar Lampung City which was opened at the end of 2019. In this research, researchers focused on competitors restaurant fast The menu has a burger menu because the object in this research is Burger King restaurant which is known as the pioneer of the first burger in Lampung . The following is a list of restaurant data Burger King Lampung competitors :

Table 2. Competitor Data Restaurant Fast Serving Burger King in Bandar Lampung

No	Restaurant Name	Address
1	Wendy's	Jl. Sultan Agung, Way Dadi, Sukarame District, Bandar Lampung City
2	McDonald's	Jl. P. Antasari, Way Halim, Lampung
3	KFC BOX Antasari	Jl. P. Antasari, Tj. Baru, District. Sukabumi, Bandar Lampung City, Lampung
4	A&W	Jl. Teuku Umar, Kedaton, District. Kedaton, Bandar Lampung City

Source : Processed data , 2022 .

Based on table 2. several companies competitor from Burger King Bandar Lampung requires Burger King Bandar Lampung to create and manage internal



strategies market their products to attract attention consumer attention to purchasing Burger King products. When you want do activity consumer transactions will definitely have expectations for sellers to fulfill their needs , therefore consumers want reach the level of satisfaction they desire .

Burger King should stay maintain the restaurant market fast serve so that it remains stable and continuous increase . So that Burger King consumers feel satisfied regarding the products offered , Burger King must make the right strategy in marketing method create new innovation with the aim of producing attractive products for consumers, so that consumers are interested and buy Burger King products.

In order to increase its sales results, Burger King carries out promotions through social media, sets prices according to product quality so that consumers feel satisfied, and sales targets continue to increase. However, Buger King also experienced various obstacles in its sales. The following is data on Burger King's sales instability from 2021:

Table 3. Burger King Antarsari Sales Data for 2021

Month	Sale	Sales Development	Development Percentage
January	Rp. 678,473,264.00	-	-
February	Rp. 577,659,500.00	-Rp. 100,813,764.00	-14.86%
March	Rp. 550,500,000.00	-Rp. 27,159,500.00	-4.70%
April	Rp. 540,000,000.00	-Rp. 10,500,000.00	-1.91%
May	Rp. 512,250,000.00	-Rp. 27,750,000.00	-5.14%
June	Rp. 565,005,000.00	Rp. 52,755,000.00	10.30%
July	Rp. 570,000,000.00	Rp. 4,995,000.00	0.88%
August	Rp. 528,700,100.00	-Rp. 41,299,900.00	-7.25%
September	Rp. 490,000,000.00	-Rp. 38,700,100.00	-7.32%
October	Rp. 535,500,500.00	Rp. 45,500,500.00	9.29%
November	Rp. 540,000,100.00	Rp. 4,499,600.00	0.84%
December	Rp. 550,000,000.00	Rp9,999,900.00	1.85%
Average	Rp. 553,174,038.67	-Rp. 11,679,387.64	-1.64%

Based on table 3. above, it can be seen that Burger King Antarsari sales data experience instability sale this can be seen from fluctuation income Burger King Antarsari sales with average growth sales -1.64%, This may be due to because of the lack of



precise quality of products and services provided. For this reason, proper analysis is needed so that the company can improve product sales . This is in accordance with opinion Zulkarnaen (2012) Sales interpreted in meaning positive and achieve the desired goal a person or company . In sale will produce something that benefits all parties, both buyers and sellers . Sales are made positively give effect period long and maintainable existence business in the future . Therefore sale in This meaning must be maintained and developed properly so that every individual or company can put it into practice and carry it forward impact also positive for development business .

LITERATURE REVIEW

Basu Swastha (1986) defines marketing as “the process of managing markets to develop exchange and interaction with the aim of producing value and satisfaction needs and desires ” in Iskandar and Effendi (2013).

Corner the view put forward by Kotler and Keller (2012), who stated that “Product quality is capacity a product to implement tasks , including power resistance , repair , comfort , convenience operation and maintenance , as well characteristic features mark others ,” consistent with the ideas he had express .

"Service quality is a measure of how well the quality of service offered meets consumer expectations," said Wyckop as quoted by Tjiptono (2012). To balance customer expectations, service quality can be achieved by meeting customer expectations and customer desires.

"Customer satisfaction is the sum of a person's sentiments after seeing (performance or results), which they feel compared to their level of expectations," wrote Kotler in the 2013 book S unyoto .

RESEARCH METHODS

analysis uses a numerical method approach or what can be known as a quantitative method with statistical analysis . According to Creswell (2012), analysis using quantitative methods is demanding author to explain how one variable provides impact from other variables . The analysis of this research is included in the experimental category . According to (Sugiyono , 2017), this research uses research methods that try to see the impact of a particular variable on other variables.

The sum of all possible values , calculated and measured is the meaning or explanation of population . Quantitative characteristics are more than definite. Another way to understand it is that population is group object , be it a person, symptom , test

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result , object, or event . In the above interpretation , subject This analysis is identified by the number with the formula slovin namely 100 Burger King consumers.

Quantitative data is a research or data analysis that is used as a form of data in the form of numbers that can be measured or calculated . The purpose of this analytical research is to see dam sir from quantitative data from one variable to another . This analysis uses statistical calculations sake makes it easier testing for data analysis , therefore the above analysis uses the SPSS 2 5 application tool .

This research uses multiple linear regression analysis or testing which is a mutual relationship linkages between 2 or more of (X1, X2, ... Xn) with (Y). useful for predictions impact of independent variables on dependent variable . . The t test is added to prove a impact variables independent on dependent variable make assumptions still . The F test is useful as a way to see big impact variables independently together on the dependent variable . Blessing simultaneous analysis , one can see how much impact these variables have on each other by looking coefficient determination (R2). From coefficients determination (R2) shows that the accuracy of multiple linear regression analysis shows big variation contribution of all independent variables and dependent variables .

RESULTS AND DISCUSSION

Multiple Linear Regression

Inferential Analysis is used or useful as pngsee how much big n yes d impact from variable X to variable Y used multiple linear regression analysis as the analysis. Processing of data analysis using the *SPSS version 2 5 program* The results of multiple regression analysis tests include the following:

Table 4 . Multiple linear regression

CoefficientTB ^a

Model	Unstandardized CoefficientTB		Standardized Coefficient TB	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,466	5,216		1,431	,156
Product quality	,316	,087	,283	3,631	,000
Service quality	,539	,078	,540	6,918	,000

a. Dependent Variable: Consumer Satisfaction



From the results of the table above , it is found several tests were created in multiple regression analysis test equation , which has equality among others :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e_t$$

$$Y = 6.556 + 0,282X_1 + 0,536X_2$$

Information:

Y : Consumer Satisfaction

α : Constant

β_1, β_2 : regression coefficients

X_1 : Product Quality

X_2 : Service Quality

ET : Error

There is a multiple linear regression analysis equation has been stated above, interpretations per test can be given as follows :

1. Based on the results stated above, it can be done formed in Eq that is $Y = 7.466 + 0.316X_1 + 0.539X_2$ which is explained among them i.e. , indicated k e coefficient The Service Quality variable (0.539) is smaller than the variable coefficient value Product Quality (0.316).
2. Product Quality (X_1) has a coefficient amounting to 0.316 , which means that there is a positive impact between the Product Quality variable (X_1) and the Consumer Satisfaction variable (Y), with (X_1) increasing by 1% and Service Quality remaining the same, Consumer Satisfaction increases by 3.16 %
3. variable (X_2) has mark coefficient of 0.539 means there is an impact good (+) for the Service Quality variable (X_2) on the Consumer Satisfaction variable (Y), if (X_2) increases by 1% and Product Quality is considered constant then Consumer Satisfaction increases by 5.39 % .
4. So, you can concluded that the two variables above showed There is between Positive customer satisfaction has an impact bigger Service Quality rather than Product Quality.



Coefficient of determination (R^2)**Table 4. Determination Coefficient****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686 ^a	,471	,460	5,066

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

As a result of The test calculation above can be seen from (*R Square*) which is 0.471 . Means that 47.1 % success trader martabak d i impact by the Product Quality and Service Quality factors , the remaining results are 52.9 % , which has an impact on variables that are not used .

t test or Partial Hypothesis Test

The analysis below using hypotheses per variable or partial can be carried out regarding the impact of each variable, such as sig. has a value < 0.05 , then the hypothesis is that H_0 is rejected and H_a is accepted.

1. Product Quality Variable or which can be set as (X_1) in Consumer Satisfaction (Y) Product Quality variable is obtained result of The calculated t value is 3.631 $> t_{table}$ value 1,985 or calculated t $> t_{table}$, for *significance* obtained as much as 0.000 , $< \alpha$ specified which is 0.05 which can be said to be *significant* . Therefore, H_0 with this determination is rejected and H_a is accepted,

H1: Product quality has a significant positive impact on consumer satisfaction at Burger King Bandar Lampung , proven and can be accepted as true.

2. Service Quality Variable (X_2) on Consumer Satisfaction (Y) The variable Service Quality obtained a calculated t value of 6,918 which is greater than the t_{table} value 1,985 or in other words $t_{count} > t_{table}$, the *significance* obtained is 0.000 , $< \alpha$ which is determined to be 0.05 can be said to be *significant* . Therefore, H_0 is declared to be rejected while H_a itself has been accepted.

Hypothesis 2: Service quality has an impact good or positive and significant in Consumer Satisfaction at Burger King Bandar Lampung , proven and acceptable to be true.



Test or Anova Hypothesis Test (Simultaneous)**Table 4. Anova Hypothesis Test (F Test)**

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	RegreSBion	2218.212	2	1109.106	43,217	,000 a
	Residual	2489.348	97	25,663		
	Total	4707.560	99			

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

b. Dependent Variable: Consumer Satisfaction

For the overall test , the F value obtained is (43,217) with a significance value (sig.) $0.000 < \alpha 0.05$, meaning that overall Product Quality (X_1) and Service Quality (X_2) have a significant positive impact on Consumer Satisfaction (Y) at Burger King Bandar Lampung . Third hypothesis: Product quality and overall service quality have a significant impact on consumer satisfaction at Burger King Bandar Lampung, proven and acceptable.

CONCLUSION

On the impact of the final results of the discussion above, there are conclusions among them that is :

1. Product quality impact in a positive and significant direction on Consumer Satisfaction at Burger King Bandar Lampung .
2. Service Quality Variables impact towards positive and significant on Consumer Satisfaction at Burger King Bandar Lampung .
3. Product quality and overall service quality have a significant positive impact on Burger King Bandar Lampung .

Suggestion

Some suggestions for research analysis include:

1. In the Product Quality Indicator there is a low question item , namely number three . So it can be withdrawn conclusion that Burger King in Bandar Lampung must improve characteristic typical on offer in each product thus will improving product quality at Burger King in Bandar Lampung.



2. On Service Quality indicators There is a low question item , namely number six , so it can be withdrawn conclusion that consumers feel Burger King employees are capable serve customers quickly despite the conditions customer busy , therefore it is hoped that Burger King will provide Service Quality discounts for consumers who complain so that will improve the Service Quality variable and at the same time increase existing consumer satisfaction .

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