



The Impact Of Product Quality And Post-Purchase Service Quality On Customer Satisfaction Of Hp Vivo In Semarang City

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ABSTRACT

This study aims to describe and analyze the impact of product quality and post-purchase service quality on customer satisfaction of HP VIVO in Semarang City. This research uses quantitative methods. The sample in this study were 96 respondents who were taken by accedintal sampling technique (coincidence). The data was collected by distributing questionnaires with a Likert measurement scale of 1 to 5 and the data obtained were analyzed using the SPSS statistical analysis tool. The results showed that the product quality (X1) had a positive beta value of 0.132 with a level of sig.0.125> 0.05. This means that the product quality variable has a positive but not significant effect on HP VIVO customer satisfaction in Semarang City. The service quality variable (X2) has a positive beta value of 0.679 with a level of sig. 0.000 < 0.05. It means that the service quality variable has a positive and significant influence on HP VIVO customer satisfaction in Semarang City.

1. INTRODUCTION

The development of technology in Indonesia is growing rapidly along with the development of technology, including a very dynamic smartphone communication tool. Communication tool technology companies are competing to issue smartphones with different features, quality and designs. Currently the need for mobile phone products in various circles ranging from teenagers, adults and the elderly is increasing. The increasing purchasing power of the people is able to grow business opportunities in the field of selling smartphone products which are increasingly wide open. One of the smartphone brands that is quite popular with the public is VIVO, which comes from China and entered Indonesia in 2014 and has premium-class Android specifications. Vivo cellphones in Indonesia have also become the 2nd brand when they were released by the research firm IDC in 2019.

Companies are required to meet the needs and desires of customers by paying attention to the quality of their products in order to compete with similar products. Product quality is the main thing that will be considered before they want to make a purchase of a product. Consumers or buyers will pay attention to the quality of their products, so that marketers or smartphone manufacturers must be able to meet customer satisfaction by providing good quality products so that later customers are satisfied with the products provided. Marketers who do not pay attention to the quality of their products will reduce customer loyalty, causing product sales to decline. According to (Kloter 2015:153) Product quality is the company's efforts to meet customer needs through products offered according to market demand.

In addition to product quality, service quality will also affect customer satisfaction so marketers must pay attention to service quality by creating a sense of comfort to customers. If the expected service is in accordance with what is felt, then the quality of service is good quality and satisfies customers or vice versa. That way, good or bad service depends on the ability of marketers to meet the expectations of their customers. According to Kloter (2015: 153) service quality is the company's efforts to meet customer expectations through services in offering a product with the aim of satisfying customers.

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Every company must strive for customer satisfaction in order to increase consumer buying interest. Satisfying consumers is a desire for every company because it is very important for the survival of the company. With the creation of customer satisfaction it will increase interest in repeat purchases. Satisfied consumers will have high trust in the company or marketer, they will even promote the product to their friends or relatives to buy their products. So that product quality and service quality are expected to be able to satisfy customer desires or requests. Sinta Sulistiani (2021) has research results that product quality has a positive and significant effect on customer satisfaction while Anthony Hartanto, Framsisca Ansreani (2019) have the result that product quality has no significant effect on customer satisfaction. Vina Islami's research (2018) has the result that service quality has a positive and significant effect on customer satisfaction because it is more effective and accurate while Budiman and Ani Mekaniwati (2020) have the result that service quality has no significant effect on customer satisfaction.

Based on the discussion and differences in the results of the research above, this study aims to describe and analyze the impact of product quality and service quality on HP VIVO customer satisfaction in the city of Semarang.

2. LITERATURE REVIEW

Customer Satisfaction

According to Kotler (2014), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perceptions or impressions of the performance or results of a product and his expectations. The success of the company if employees are able to provide good service so that customers feel satisfied and in the eyes of customers the image becomes positive. According to Zeithmal and Bitner (2013), customer satisfaction is an evaluation of a product or service that is able to meet their needs and review their expectations. Kotler and Keller (2016) state that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected performance against their expectations. Tjiptono (2008) reveals that satisfaction is a post-purchase evaluation in which the chosen alternative at least gives the same result (outcome) as or exceeds consumer expectations, while dissatisfaction arises if the results obtained do not meet consumer expectations. Customer satisfaction can be measured by the following indicators: 1) Fulfillment of customer expectations; 2) Recommend to other parties; 3) Customers are satisfied with the price paid.

Product quality

According to Marwonto (2015) product quality is the entire combination of product characteristics from marketing, engineering (planning), manufacturing (product) and maintenance that make the products used meet customer expectations. Kotler and Armstrong (2002) define product quality as the ability of an item to provide results or performance that match even exceeds what the customer wants. Product quality is the ability of a product to provide results that are in line with what is expected by customers, even exceeding customer expectations (Tjiptono & Chandra, 2016). If the service product offered has a lower quality than customer expectations, the customer will feel dissatisfied, but if the service product offered has the same quality as what is expected, the customer will feel satisfied (Tjiptono & Diana, 2018). Some indicators of product quality are as follows: 1) features, namely the advantages of a product that is different from other products; 2) conformity, meaning a product that is in harmony and in accordance with customer desires; 3) aesthetics, meaning sensitivity and customer response to a product; 4) service capability, meaning that efforts in serving customers aim to make loyal customers use the company's products. The results of Sinta Sulistiani's research (2021) have research results that product quality has a positive and significant effect on customer satisfaction. This result is supported by the results of Kuni Maghfiroh's research (2019) which states that high product quality can significantly increase consumer satisfaction. So the first hypothesis of this research is
H1: Product quality has a positive effect on customer satisfaction.

Service quality

Kotler (2015) service quality is the level of service received (perceived service) with the level of service expected (expected service) as a form of assessment from consumers. Tjiptono (2004) explains that service quality is the cause of conformity between expectations and consumer acceptance when they want to market a product brand to meet a consumer's needs and desires in conveying it. Currently the quality of service is also the main thing for consumers because most of the community is starting to show demands for good service, because they not only need quality products but they prefer to enjoy the convenience of good service (Suratno and Purnama, 2004) to set strategies. and service programs, the company must be oriented to the interests of customers and must pay attention to the dimensions of quality. According to Tjiptono & Chandra (2012) the term service quality contains various interpretations, because quality has a number of levels, universal (the same everywhere), cultural (depending on the

cultural value system), social (formed by individual social classes), in simple terms quality can be interpreted as defect-free product. Measuring service quality can be measured by the following indicators: 1) Reliability; 2) Responsiveness; 3) Guarantee; 4) Empathy; 5) Physical evidence. The results of Vina Islami's research (2018) have research results that service quality has a positive and significant effect on customer satisfaction because it is more effective and accurate. This result is supported by the results of research by Reni Putriani and Donny Dharmawan (2020) which states that service quality encourages increased customer satisfaction. Then the second hypothesis of this research is H2: Service quality has a positive and significant effect on customer satisfaction.

3. METHODS

This research is a quantitative descriptive type where the results are in the form of statistical data analysis numbers, to explain the causal relationship between independent variables, namely product quality (X1) and service quality (X2). And the dependent variable is customer satisfaction (Y). The population in this article are customers who are in the city of Semarang who have or made purchases of HP VIVO products. The sampling technique used is accedintal sampling (coincidence). So that the respondents in this study were 100 people. Data was collected by distributing questionnaires with a Likert measurement scale of 1 to 5 and the data obtained were then analyzed using the SPSS statistical analysis tool. Measurement of variables in this study: (a) According to Kotler and Keller (2016), customer satisfaction is defined as a person's feelings of pleasure or disappointment that arise after comparing the expected performance against their expectations. The customer satisfaction variable in this study was measured using three indicator items, namely the fulfillment of customer expectations, recommending to other parties, customers satisfied with the price paid, (b) Product quality is the ability of a product to provide results that are in line with what is expected by customers, even exceeding customer expectations (Tjiptono & Chandra, 2016). Measurement of product quality variables in this study uses four indicators, namely 1) features, namely the advantages of a product that is different from other products; 2) conformity, meaning a product that is in harmony and in accordance with customer desires; 3) aesthetics, meaning sensitivity and customer response to a product; 4) service capability, meaning that efforts in serving customers aim to make loyal customers use the company's products. Tjiptono (2004) explains that service quality is the cause of conformity between expectations and consumer acceptance when they want to market a product brand to meet a consumer's needs and desires in conveying it. Meanwhile, in this study, the service quality variable uses five indicators, namely 1) Reliability; 2) Responsiveness; 3) Guarantee; 4) Empathy; 5) Physical evidence.

4. RESULTS AND DISCUSSIONS

To find out whether or not the data used are valid and reliable, a validity test and reliability test are carried out. The validity test tested each of the variables used in this study. Overall research variables contain 12 statements that must be answered by the respondent.

Table 1 Validity Test Results

Variable	Indicator	Item code	R count	R table	Description
Product quality	1	X1.1	0,806	0,194	Valid
	2	X1.2	0,807	0,194	Valid
	3	X1.3	0,788	0,194	valid
	4		0,803	0,194	valid
Service quality	1	X2.1	0,801	0,194	valid
	2	X2.2	0,750	0,194	valid
	3	X2.3	0,768	0,194	valid
	4	X2.4	0,703	0,194	valid
	5	X2.5	0,799	0,194	valid
Customer satisfaction	1	Y1	0,860	0,194	valid
	2	Y1	0,784	0,194	valid
	3	Y1	0,858	0,194	Valid

Based on table 1, it is known that the calculated r value of all indicators is greater than the value of r table. Therefore, it can be concluded that all indicators in this study are valid. Reliability is a tool to

measure a questionnaire which is a construct or variable measurement tool. Questionnaires are said to be reliable or reliable if someone's answers to these questions are consistent or stable over time. Reliability test is the level of stability of a measuring instrument in measuring a symptom or event. The higher the reliability of a measuring instrument, the more stable the measuring instrument is. A construct is said to be reliable if it gives a Cronbach alpha value > 0.60 (Ghozali, 2005).

Table 2 Reliability Test Results

Variable	Cronbach's alpha	Status
Product quality	0,812	Reliable
Service quality	0,797	Reliable
Customer satisfaction	0,840	Reliable

Based on the results of the reliability test above, it shows that all of the variables have Cronbach's alpha values > 0.06 so it can be said that the variable measuring instrument is reliable and feasible to use in this research. Tests on multiple linear regression analysis that have obtained the regression coefficient t value and significant level as shown in table 3 below.

Table 3 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.925	.957		.967	.336
	X1	.107	.069	.132	1.542	.126
	X2	.468	.059	.679	7.932	.000

a. Dependent Variable: Y1

Based on the results of regression analysis, the product quality variable (X1) has a positive beta value of 0.132 with a level of $\text{sig}.0125 > 0.05$. This means that the product quality variable has a positive influence on customer satisfaction and if the product quality increases, the HP VIVO customer satisfaction in Semarang City will also increase. The service quality variable (X2) has a positive beta value of 0.679 with a level of $\text{sig}.000 < 0.05$. This means that the service quality variable has a positive and significant influence on customer satisfaction and if the service quality increases, the HP VIVO customer satisfaction in Semarang City will also increase.

Discussions

The Impact Of Product Quality On Hp Vivo Customer Satisfaction In The City Of Semarang

The results of the study indicate that product quality supports increasing customer satisfaction. Customer opinion regarding product quality When buying HP VIVO has made customers feel satisfied because they are able to provide attractive designs in each type. Poor product quality creates a perception that the product is less desirable, on the other hand, if the product quality is good, it creates a perception of a quality product. If the quality of the product offered is in accordance with product specifications, it is able to attract consumer interest. Usually consumers will see from the quality of the product whether it is in accordance with what they want or not. That way consumers will feel satisfied because their needs are met and what they want has been obtained. The results of this study are different from previous research by Sinta Sulistiani (2021), where in previous studies it was known that product quality had a positive and significant effect on customer satisfaction. This difference is caused by the fact that users are not too concerned with product quality, users are more concerned with service quality.

The Impact Of Service Quality On Customer Satisfaction HP Vivo Semarang City

The results showed that the quality of service encourages an increase in customer satisfaction HP VIVO in the city of Semarang. Customer opinions about the quality of service when buying HP VIVO in Semarang City have made customers feel satisfied, because employees provide the best service, are quick to respond when customers ask questions, are friendly and polite to customers, and also have complete facilities, so customers feel comfortable when buying products. VIVO HP. The results of this study are in accordance with the results of Vina Islami's research (2018) which has research results that service quality has a positive and significant effect on customer satisfaction because it is more effective and accurate. This

result is supported by the results of research by Reni Putriani and Donny Dharmawan (2020) which states that service quality encourages increased customer satisfaction.

5. CONCLUSION

Based on the results of research and discussion, it can be concluded that product quality and service quality have a positive effect on customer satisfaction for HP Vivo Semarang City. This shows an increase in customer satisfaction HP VIVO Semarang city which is influenced by product quality and service quality variables. Suggestion ,HP VIVO marketers in the city of Semarang are advised to be able to maintain service quality and product quality as well as pay attention to attitude, appearance and improve performance in order to serve on time and in accordance with the agreed agreement in order to remain the market leader. Service quality has a significant effect on customer satisfaction. The accuracy of providing services according to what is needed by customers, employees must be able to provide consultations to customers regarding HP VIVO products. For this reason, employees should be improved again by being given training and education to improve their abilities and equipped with a sense of responsibility and trustworthy behavior. Honesty and sincerity in service are the main keys so that service quality can be accepted by consumers.

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