THE INFLUENCE OF PRODUCT QUALITY ON CONSUMER SATISFACTION AT WADAH KOPI 27, CENTRAL JAKARTA

Anis Darsiah[1], Vienna Artina Sembiring[2], Dian Octarina[3]

[1]Program Studi Sarjana Terapan Perhotelan, Institut Pariwisata Trisakti,
anis.darsiah@iptrisakti.ac.id
[2]Program Studi Sarjana Terapan Perhotelan, Institut Pariwisata Trisakti,
viena.artina@iptrisakti.ac.id
[3]Program Studi Sarjana Terapan Perhotelan, Institut Pariwisata Trisakti,
dianoctarina@stptrisakti.ac.id

Keyword :	Abstrak
Product Quality, Customer Satisfaction	Coffee shop is a place (tavern) that serves processed espresso coffee and small snacks as the era of coffee shop provides snacks and heavy meals. The development of coffee shops in Indonesia is very widespread, coffee drinks are also liked by the public in all circles. With the wide development in the coffee shop, the quality of products becomes an important thing and the quality of good products of the community / consumers will feel satisfied. Based on this, researchers conducted a study to find out how much the influence of product quality on consumer satisfaction in one of the coffee shops is Wadah Kopi 27 Central Jakarta. The method used in this study was descriptive and correlational with the quantitative approach of data obtained from the dissemination of questionnaires to a total of 94 respondents. Sample collection method using simple random sampling. Technique. Data analysis processing using SPSS version 25. The results of this study, it can be concluded that product quality found the simultaneous influence of product quality on consumer satisfaction.

INTRODUCTION

Food and drink is a source of human energy that is needed every day. Food and beverages have developed in every era and in this modern era, food and beverages have become one of the most popular businesses to develop. Coffee is a commodity in the world that is cultivated in more than 50 countries. Historically, coffee was first found in Ethiopia, which was grown in the highlands. At that time, many people on the African continent, especially the people of Ethiopia, consumed coffee beans. Coffee trees produce coffee beans which in the next process are roasted and ground into powder, so today it is known as coffee drinks.

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In general, there are two types of coffee trees, namely robusta coffee (Coffea canephora) and arabica coffee (Coffea arabica). These two types of coffee are also found in Indonesia but have a variety of flavors and aromas depending on the area of production. This was formed due to differences in culture and habits of people in various regions in Indonesia who have different characteristics and habits in processing coffee, resulting in a variety of coffee flavors and aromas. According to Mulato in Syaiful Anwar (2019) The process of processing coffee powder consists of several stages of the process, namely the following: roasting coffee, cooling coffee, grinding/grinding roasted coffee beans and serving coffee. A place to enjoy various types of coffee is called a coffee shop. Traditional coffee shops process and serve coffee in a traditional way, which has become a hereditary tradition. The roasting technique in traditional coffee shops still uses manual techniques, namely using firewood as fuel, which has many shortcomings, such as the lack of consistency in the coffee produced. As for some traditional coffee shops, The roasting location is not in the same place as the coffee shop. These things have an impact on the quality of the coffee beans which have non-standard water content and acidity levels which affect the aroma and taste of the coffee when served. A coffee shop is a type of business that provides various types of coffee drinks. Kotler in Dita Amanah (2010) Products are anything that can be offered to the market for attention, purchase, use, or consumption that can satisfy needs or wants.

Amir in Dita Amanah (2010) defines a product as Anything that can be offered to the market so that it can be bought, used or consumed that can satisfy their wants or needs. As time goes by, coffee has now become very popular among all ages. A cafe or coffee shop is a place (shop) that serves espresso coffee and small snacks. As the era progressed, coffee shops provided snacks and heavy meals (Big Indonesian Dictionary, 2008). Coffee shops are also a very popular business to be developed by business people. Whether starting from opening a small coffee shop business to a large one. Coffee shops also not only sell coffee drinks but also sell food or snacks that are suitable to be served with coffee. Building a comfortable atmosphere is also one of the interests in setting up a coffee shop business. According to Gitosudarmo in Dita Amanah (2010) products can be classified based on product durability and purchase purpose. Consumers

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buy not just a collection of physical attributes. Basically they pay for something that satisfies a desire. According to Husain in Isra and Aristarkus (2019) stated that "customer satisfaction is the level of consumer feelings after comparing what is received and what is expected". Providing concepts or ideas that can attract consumers is one of the keys to building a business. The development of coffee shops and coffee drinks is currently very widespread so that people can enjoy it anywhere and it has become a habit for 3 people to drink coffee at any time.

Coffee also has varying qualities according to how it is grown and processed to become a quality product that can be enjoyed by the wider community. The quality of the products produced by the coffee shop is of course of the best quality presented by the coffee shop. Product quality is the capacity of a product when carrying out a function which includes product excellence in terms of quality, durability, ease of use, accuracy, product quality, or value features Umami, Rizal, & Sumartik (2016). Product quality is a combination of all the characteristics of goods or services obtained from sales, manufacturing techniques and maintenance so that they can be used according to user needs Ibrahim & Thawil (2018). So the price is adjusted to the quality of the coffee provided with the aim of getting consumer satisfaction. With consumer satisfaction, it will lead to loyalty so that they can make repeat purchases which can benefit both parties, both as sellers and buyers. Wadah Kopi 27 is a coffee shop that started a business to get opportunities so that the business it builds can be run and developed so that it can compete with other coffee shops. In addition, Wadah Kopi 27 uses coffee products grown directly in Indonesia so that the coffee served has its own taste. Not only that, Wadah Kopi 27 creates a unique concept, namely automotive.

RESEARCH METHOD

In this study the method used is descriptive and correlational method with a quantitative approach. The population of this study was the consumers of 27 coffee containers in 1 certain period, and then samples were taken from several of them for research. The population of this study is the average consumer of 50 people per day and for one month it is estimated that there are 1,500 of these data

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taken directly from Mr. probability sampling and purposive sampling. The sample in this study was 94 respondents. The research took place at Container Coffee 27, Tanah Abang, Central Jakarta.

RESULT AND DISCUSSION

Table 1. Consumer Quality Validity Test

No.	Variable	r-count	r- tabel
1.	Wadah Kopi 27 has beauty in its menu	0,724	0,1707
2.	Wadah Kopi 27 has a unique packaging container	0,775	0,1707
3.	I bought wadah Kopi 27 drink because it looks attractive	0,774	0,1707
4.	Wadah Kopi 27 has beverage products that suits your needs.	0,713	0,1707
5.	Product quality of Wadah Kopi 27 satisfy consumers	0,716	0,1707
6.	Wadah kopi 27 uses quality products	0,810	0,1707
7.	Wadah kopi 27 have quality standards and good quality	0,825	0,1707
8.	Quality of wadah kopi 27 according to price offered	0,822	0,1707
9.	Wadah kopi 27 has a different material quality	0,817	0,1707
10.	I felt the drink in Wadah kopi 27 can last up to 2 days when being in cold temperatures.	0,799	0,1707
11.	The speed of service provided according to what consumers want	0,808	0,1707
12.	Wadah kopi 27 has a product that hygienic	0,817	0,1707
13.	Wadah kopi 27 has attractive display	0,801	0,1707
14.	View of Wadah kopi 27 influence has attraction buyer.	0,737	0,1707

Source: processed results SPSS version 25 (2021)

Based on table 1 above, it can be seen that all statements from the consumer quality variable originating from 94 respondents have an r-count that is greater than the r-table. This statement is declared valid.

Table 2. Consumer Satisfaction Validity Test Results

No.	Variable	r count	r tabel
1.	I am satisfied with the variety various products available at Wadah kopi 27	0,850	0,1707
2.	I feel satisfied with the quality products provided by Wadah kopi 27	0,855	0,1707
3.	I am satisfied with the placement existing products Wadah kopi 27	0,853	0,1707
4.	I am satisfied with the price of the product offered by Wadah kopi 27	0,790	0,1707
5.	I feel satisfied with the promo given by Wadah kopi 27	0,759	0,1707

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No.	Variable	r count	r tabel
6.	I am satisfied with the product for the price offered in accordance with needs and affordable for consumer	0,808	0,1707
7.	I am satisfied with the performance staff who are nimble and responsive at Wadah kopi 27	0,779	0,1707
8.	I feel satisfied with the cleanliness and tidiness in Wadah kopi 27	0,857	0,1707
9.	I feel satisfied with the employees hospitality of Wadah kopi 27 who serve consumer.	0,858	0,1707

Source: processed results SPSS version 25 (2021)

Based on table 2 above, it can be seen that all statements from the variable consumer satisfaction originating from 94 respondents have an r-count that is greater than the r-table. This statement is declared valid.

Table 3. Consumer Quality Reliability

Cronbach's Alpha	N of
,951	14

Source: processed results SPSS version 25 (2021)

Based on table 3 above, it can be seen that the Cronbach Alpha variable X is 0.951 > 0.60 or it can be said that all statements on the independent variable have an Alpha coefficient value greater than 0.60. So it can be concluded that the variable is declared very reliable.

Table 4. Consumer Satisfaction Reliability Test Results

Cronbach's Alpha	N of
,940	14

Source: processed results SPSS version 25 (2021)

Based on table 4 above, it can be seen that the Cronbach Alpha variable Y is 0.940 > 0.60 or it can be said that all statements on the dependent variable (Y) have an Alpha coefficient value greater than 0.60. So it can be concluded that the 9 statements concerning the variable Y are stated to be very reliable.

Table 5. Analysis Results of the coefficient of determination test

R Square Change	F Change	df1	df2	Sig. F Change
,791[a]	348,669	1	92	,000

Source: processed results SPSS version 25 (2021)

From the table above 6 it can be seen that r square is 0.791. In accordance with the formula Kd r square $\times$ 100%, it can be stated that Kd or the influence of Product Quality on Consumer Satisfaction is 79.1%. While the rest is 20.9%.

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Table 7. Hypotesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.630	1.876		1.402	.164
TOTAL X	.599	.032	.890	18.673	.000

Source: processed results SPSS version 25 (2021)

From the table above 8, it can be seen that the Product Quality variable has a calculated t value of 18.673 > t table 0.1707. So it can be concluded that partially the Product Quality variable has a positive and significant effect on Consumer Satisfaction . Significant results were obtained showing a value of 0.000 < 0.05, which means there is a significant influence between Product Quality on Consumer Satisfaction . This shows that Ho is rejected and Ha is accepted, meaning that the Consumer Satisfaction variable partially has a positive and significant effect on Consumer Satisfaction. So, if the value of the Consumer Satisfaction variable increases, Consumer Satisfaction will increase.

CONCLUSIONS AND RECOMMENDATIONS

Product quality can be categorized as a variable that has a positive effect. This is indicated by the mean average value obtained, which is 4.14. Among the indicators of the seven sub-variables regarding Product Quality, the statement "Coffee Container 27 has quality materials" has the highest mean value, namely 4.21. So it can be concluded that the quality of the materials used by the Coffee Container 27 greatly influences the quality and taste of the drink so that it attracts the attention of respondents.

Consumer satisfaction can be categorized as a variable that has a positive effect. This is indicated by the mean average value obtained, which is 4.15. Among the indicators of the three sub-variables regarding Consumer Satisfaction, the statement "I feel satisfied with the quality of the products provided by the 27 Coffee Container" has the highest mean value, namely 4.22. It can be concluded that the respondents stated that the quality of the 27 coffee container was very good so that the respondents were satisfied.

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Based on the statement that has the lowest mean value in the Product Quality variable, namely "I bought the Kopi 27 container drink because it looks attractive" with a mean of 3.94. The researcher suggested to Lilin Kopi 27 to pay more attention to and improve the appearance of the drinks served to consumers. Creating a beautiful and unique appearance can attract consumers, for example the model or shape of take away cups, mixing drinks with varying colors, and using latte art on drinks. In this era, people pay more attention to the appearance of drinks than to the taste, because people usually use social media to take photos of drinks from coffee shops. This also serves to promote Kopi 27 containers to the wider community which are made by consumers because the taste and appearance will be an attraction to attract consumer attention.

Based on the statement that has the lowest mean value in the Product Quality variable (X), namely "I bought a container of coffee 27 because it looks attractive" with a mean of 3.94. Researchers suggest to Wadah Kopi 27 to pay more attention and improve the appearance of the drinks served to consumers. Making a beautiful and unique appearance can make consumers interested, for example, the model or shape of a glass / take away cups, mixed drinks with various colors, and using latte art on drinks. In this era, people pay more attention to the appearance of drinks after the taste, Because people usually use social media to take photos of drinks from coffee shops. This also serves to promote Wadah Kopi 27 containers to the wider community which are made by consumers because the taste and appearance will be an attraction to attract consumer attention.

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