



Effect of Product Quality, Service Quality, and Safety Covid-19 Practice on Customer Satisfaction

(Study on Rimbun Espresso & Brew Bar Padang)

Nina Firdausi¹, Syafrizal²

^{1,2} Master of Management Program

^{1,2} Andalas University, Padang, 25175, Indonesia

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ABSTRACT

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This study aims to analyze the effect of product quality, service quality, and safety covid-19 practice on customer satisfaction. This is explanatory research using a quantitative approach with an instrument in the form of a questionnaire. The total population of this study was 202 respondents by using purposive sampling method. This study used SmartPLS to analyze the data. It was found that product quality, service quality, and safety covid-19 practice have a positive and significant effect on customer satisfaction.

E-mail:

ninafirdausi18@gmail.com

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1. Introduction

Customer satisfaction is one of the benchmarks for the success of a business. Satisfaction is influenced by various factors including product quality and service quality. It is a new challenge for the business industry to continue to provide satisfaction to customers dealing with the covid-19 pandemic. Security procedures against COVID-19 are also the answer for businessman to continue their business activities.

World economic activities have changed very rapidly since the corona pandemic (covid-19) which began at the end of December 2019. Corona virus itself is a virus that infects the respiratory system; this virus not only causes mild respiratory infections such as flu but can also cause severe respiratory infections such as lung infection (pneumonia). Because the virus is very easy to spread through contact with people who have been confirmed positive, many countries are dealing with imposing a lockdown, while for Indonesia itself, PSBB (Large-Scale Social Restrictions) is imposed. PSBB (Large-Scale Social Restrictions) in West Sumatra has been started since April 5, 2020. Various activities are limited by the government and the community's space for movement is limited. Trade activities are also affected by the PSBB itself. Many offline businesses are closed, either due to the inability to survive during the epidemic or the inability to start to switch to online businesses.

One of the businesses affected by COVID-19 in West Sumatra is Rimbun Espresso & Brew Bar, which is located on Jalan Kis Mangunsarkoro. This coffee shop has also participated in efforts to prevent COVID-19 by closing its cafe. After the leniency given by the government, Rimbun Espresso & Brew Bar reopened by following the covid-19 protocol. This change was implemented as a preventive measure for the dissemination of COVID-19 and as an effort to carry out physical distancing.

Making sales from offline to online may not be so difficult compared to continuing to provide excellent product quality and service quality related to the covid-19 pandemic. The quality of the products provided must of course ensure the safety and health of consumers without compromising the taste of the products served. The COVID-19 pandemic requires businesses to provide safe products for their consumers. According to Kotler and Keller (2009), quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet stated and implied needs. So that the products that Rimbun Espresso & Brew Bar provided still maintain their optimal quality.

The quality of service must be maintained and the implementation of the covid-19 safety must be carried out in relation to the covid-19 pandemic for the health of sellers and buyers. Rimbun Espresso & Brew Bar has started implementing the COVID-19 safety (/SOP) in order to follow the government's appeal and one of the efforts to prevent the spread of the Covid-19 virus and to maintain the continuity of its business. The importance of these security measures is implemented for customer satisfaction during the covid-19 pandemic. The SOPs or security measures have been discussed by various experts, for example the research conducted by Surendra and Lakshmi (2020). This study focuses on the safety measures adopted by retailers in maintaining public health which are steps that have been taken by retail stores.

The security or safety covid-19 practice that has been carried out by Rimbun Espresso & Brew Bar is to require employees to use masks and/or face shields and gloves, to check temperature and to record incoming customer data, to maintain personal hygiene by always washing hands with soap or water, hand sanitizer, serving drinks and food using one-time use packaging, reducing the capacity by 50%, and spraying disinfectant on tables and chairs at every guest change. Product quality, service quality, and safety covid-19 practices like this will be a must for Rimbun Espresso & Brew Bar to maintain and increase customer satisfaction. According to Kotler and Keller (2007) satisfaction is a person's feeling of pleasure resulting from comparing the product's perceived performance with the expected expectations. If the performance is in line with expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied. From this definition, it can be said that satisfaction is a person's feeling of pleasure for the product offered because it is in accordance with expectations. So, when the product or service provided is in accordance with expectations then this will satisfy the customer as research conducted by Arsyanti and Astuti (2016) which found that the product quality and service quality had a positive and significant influence on customer satisfaction. So, from the explanation above, the following hypothesis can be drawn:

- a. Product quality has a positive and significant effect on customer satisfaction,
- b. Service quality has a positive and significant effect on customer satisfaction, and
- c. The influence of safety covid-19 practice has a positive and significant effect on customer satisfaction.

2. Method

This research is Explanatory research using a quantitative approach with an instrument in the form of a questionnaire. The sample in this study amounted to 202 respondents where the sampling was taken purposively with the category of people who made purchases during the PSBB and made purchases more than once. Questionnaires are given to customers who meet these criteria using a Google form. Data processing in this study is using SmartPLS.

3. Results and Discussion

3.1 Respondent Profile

Based on the survey results, from 202 respondents, all the data received can be analyzed and produce respondent data as follows.

Table 1.
Profile of Research Respondents

Respondent Profile	Category	Percentage	Amount
Gender	Man	55.0	111
	Woman	45.0	91
Age	Under 20 years	15.8	32
	20-25 years	27.7	56
	26-30 years old	29.2	59
	31-35 years old	14.9	30
	36-40 years old	8.4	17
	Over 40 years	4.0	8
Education	Junior High	4.0	8
	School/Equivalent		
	High School/ Equivalent	23.3	47
	Diploma	10.4	21
	S1	51.0	103

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Respondent Profile	Category	Percentage	Amount
Income	S2	11.4	23
	Under IDR 1,000,000	26.7	54
	IDR 1,000,001 – IDR 2,000,000,	12.9	
	IDR 2,000,001 – IDR 3,000,000,	11.9	26
	IDR 3,000,001 – IDR 4,000,000,		24
	IDR 4,000,001 – IDR 5,000,000,	26.7	54
	above IDR 5,000,000,	21.8	44

3.2 Measurement Models.

The variables in this study were measured for validity and reliability. The measurement results are said to be valid if the loading factor is above 0.7 and the AVE value is 0.5 (Hair et al., 2014) while the reliability test is measured by composite reliability above 0.7 and Cronbach's alpha above 0.50. From the results of the analysis of the measurement model, it is found that all variables have a good level of validation and reliability, briefly explained in the following table.

Table 2.
Loading Factor

	Satisfaction	Quality Service	Product quality	Loyalty	Safety Covid-19 Practice
KEP1	0.889				
KEP2	0.882				
KEP3	0.880				
KL1		0.659			
KL10		0.839			
KL11		0.792			
KL12		0.825			
KL13		0.869			
KL14		0.804			
KL15		0.834			
KL16		0.834			
KL2		0.723			
KL3		0.769			
KL4		0.760			
KL5		0.847			
KL6		0.796			
KL7		0.767			
KL8		0.825			
KL9		0.828			
KP1			0.733		
KP10			0.830		
KP2			0.796		
KP3			0.748		
KP4			0.849		
KP5			0.726		
KP6			0.823		
KP7			0.826		
KP8			0.757		
KP9			0.802		
LY1				0.914	
LY2				0.874	
LY3				0.924	
SC1					0.830
SC2					0.885
SC3					0.865
SC4					0.866
SC5					0.878
SC6					0.731

Table 3.
AVE Results

Variable	Average Variance Extracted (AVE)
Product quality	0.624
Service Quality	0.640
Safety Covid-19 Practice	0.712
Satisfaction	0.781

Based on table 2 above, it can be explained that the output indicator loadings of each indicator of each variable have met the requirements of the convergent validity for reflective constructs with a loading factor above 0.6. Furthermore, based on table 3, the value of the AVE has met the requirements, namely above 0.5, indicating that the construct explains more than half of the variance of the indicators (Hair et al., 2014).

Table 4.
Reliability

	Cronbach's Alpha	Composite Reliability
Satisfaction	0.860	0.914
Service Quality	0.962	0.966
Product quality	0.933	0.943
Loyalty	0.888	0.931
Safety Covid-19 Practice	0.918	0.937

Based on table 4 above, it can be seen that the composite reliability for each variable has met the requirements, namely above 0.7 Cronbach's alpha with an alpha value of more than 0.60. Thus, all the questions used in this research variable can be said to be reliable because they have met the credibility of the composite reliability standard above 0.70 and Cronbach's alpha with an alpha value greater than 0.60. In conclusion, the results of the measurement model have met the requirements so that this research can proceed to the structural model.

3.3 Structural models

The structural model aims to see the significance of the relationship between variables and path parameters.

The overall compatibility test results in the table below show the ability to be able to explain causal relationships between variables. It can be seen from the table that the statistical value is higher than 1.65 and the p-values obtained are less than 0.05.

Table 5.
Results of the Overall Model Suitability Test

			Information
Service quality -> satisfaction	3,305	0.001	Accepted
Product quality -> satisfaction	4,299	0.000	Accepted
Safety Covid-19 Practice -> Satisfaction	3.086	0.001	Accepted

Based on the table above, it can be seen that service quality has a positive and significant effect on satisfaction, because the value of T-Statistics (3.305) > T-Table (1.65) and P-Values (0.001) < (0.05). Product quality has a positive and significant effect on satisfaction, because the value of T-Statistics (4.299) > T-Table (1.65) and P-Values (0.000) < (0.05), and Safety covid-19 practice has a positive and significant effect on satisfaction, because the value of T-Statistics (3.086) > T-Table (1.65) and P-Values (0.001) < (0.05).

3.4 Discussion

Hypothesis one is that the product quality has a positive and significant effect on the customer satisfaction. The results of the tests that have been carried out find the T-Statistics value (4.299) > T-Table (1.65) and P Values (0.000) < (0.05) so that the first hypothesis is accepted. This means that the better the quality of the products offered by Rimbun Espresso & Brew Bar, the more satisfied the customers are. The quality of products offered to the customers has given satisfaction to the customers. The things that make the customers most satisfied include the halalness and feasibility of the product, the taste of the product in accordance with the customers' expectations, and product hygiene. This result is supported by the research conducted by Saraswati et al. (2014) finding that the product quality has a positive and significant influence on customer satisfaction, where Starbucks provides satisfaction that exceeds their expectations through the best product quality provided

to customers. It is also in line with the research conducted by Handayani and Wijayanti (2018) where good product quality will have a positive impact on customer satisfaction. Furthermore, this result is also in accordance with the results of the research conducted by Rosmana and Ratnasari (2019), Saraswati (2021), Sari and Razak (2017), and also Maria and Anshori (2014).

The second hypothesis is that the service quality has a positive and significant effect on the customer satisfaction. The results of the tests that have been carried out found the value of T-Statistics (3.305) > T-Table (1.65) and P Values (0.001) < (0.05) so that the second hypothesis is accepted. This means that the better the quality of the service provided by Rimbun Espresso & Brew Bar, the more satisfied the customers will be. Based on the analysis of respondents' answers, the quality of service that has made a major contribution to customer satisfaction is that the employees of Rimbun Espresso & Brew Bar have mastered the menu they offered so that the customers who will order the menu can find out the menu that suits their tastes and the employees of Rimbun Espresso & Brew Bar makes the orders according to the promised time, indicating that Rimbun Espresso & Brew Bar employees do the job on time. This result is supported by the research conducted by Handayani and Wijayanti (2018) who found that the quality of services provided had a positive and significant impact on the customers, which means that the better the services provided, the more satisfied the customers will be, the research conducted by Pradhana (2015) who found that the service quality has a positive and significant impact on customer satisfaction, and in line with the results of the research conducted by Montung et al. (2015), Aryamti and Suyanto (2019), and also Santoso (2019).

The third hypothesis is that the safety covid-19 practice has a positive and significant effect on the customer loyalty. The results of the tests that have been carried out found the value of T-Statistics (3.086) > T-Table (1.65) and P Values (0.001) < (0.05) so that the third hypothesis was accepted. This means that the better the COVID-19 safety practices carried out by Rimbun Espresso & Brew Bar, the more satisfied the customers will be. Based on the analysis of respondents' answers, it was found that the safety covid-19 practice that had been carried out by Rimbun Espresso & Brew Bar made the customers satisfied and those who had a major contribution were employees who had used masks and Rimbun Espresso & Brew Bar provided hand sanitizer/hand soap to the customers. The implementation of COVID-19 safety during this pandemic gives the customers a sense of security which will certainly increase the customer satisfaction.

4. Conclusion

Rimbun Espresso & Brew Bar still maintains the things that satisfy the customers the most including; halalness, feasibility, and product hygiene that will ensure the customers when enjoying the products provided, maintain the taste of the product in accordance with the customers expectations so that the customers will remain satisfied because they always get a taste that suits their tastes.

Rimbun Espresso & Brew Bar can maintain the quality of service that was previously implemented. The ability of Rimbun Espresso & Brew Bar employees to master the menu they offered so that the customers who will order the menu can find out the menu that suits their tastes or employees can encourage the customers to try new menu, so that the customers feel cared for and will provide positive value of the quality of the service provided. The accuracy of Rimbun Espresso & Brew Bar employees makes orders can be maintained so that the customers do not feel like their time is wasted. Rimbun Espresso & Brew Bar can make various sales promotions or conduct certain events that can build good relationships with the customers so that the customers remain satisfied.

Rimbun Espresso & Brew Bar can maintain the application of safety covid-19 practice, for instance employees are wearing masks, provide hand soap or hand sanitizer to the customers, and facilitate to keep doing social distancing for the customers in various ways.

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