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The Influence of Product and Service Quality on the Consumer Satisfaction in PT. Main Commercial Hospi Palembang Branch

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Abstract---*The research was conducted to determine the quality of products and services on customer satisfaction at PT. Hospi Niaga Palembang Main Branch. The population in this study were all the company's consumers who purchased products from 2018 to 2019 from 13 hospitals. The sample used in this study was 100 respondents distributed through questionnaires to all consumers with the purposive sampling technique. Multiple linear regression analysis results show that product quality has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer satisfaction. The product quality variable is expected to provide product information, provide more precise information, and be given in various types of language in product usage instructions, provide direction and assistance to consumers in using the product, both at the beginning of the purchase and after the purchase is made. In the service quality variable, it is expected that the speed in responding to consumer complaints needs to be improved in carrying out their duties.*

Keywords---*consumer complaints, consumer satisfaction, product quality, provide product, service quality*

Introduction

The satisfaction felt by consumers can be used as a benchmark for a company's success in marketing products with good quality and service. This satisfaction is expected to make consumers continue to choose the same product in the future or can be called to generate loyalty by itself to the product purchased. Likewise with the company PT. Hospi Niaga Utama, which was founded in 2011 (Sumartini & Idawati, 2020). This company is engaged in the distribution of health care products. Companies are expected to participate in improving public health in Indonesia. PT. Hospi Niaga Utama is headquartered in Bandung, which is located at Jalan Cihampelas No. 2 Bandung West Java Indonesia 40116 and already has several branches in Indonesia such as Jakarta, Semarang, Surabaya, Medan, Makassar, Bali and Palembang (McAlister & Erffmeyer, 2003; Halstead et al., 1996). PT. Hospi Niaga Utama Palembang branch opened in November 2017. This was done to develop the company to be known more throughout Indonesia, specifically the Palembang branch covering the southern part of Sumatra such as South Sumatra, Jambi, Bangka Belitung, Bengkulu, and Lampung. PT. Hospi Niaga Utama Palembang sells products in the form of laundry

sets of medical support equipment for hospitals. Since the opening of PT. Hospi Niaga Utama Palembang branch from November 2017 to December 2019, there was an increase in sales to government hospitals or RSUD. Sales made when PT. Hospi Niaga Utama Palembang branch from November 2017 to December 2019 as shown in Table 1.

Table 1
Total distribution of Tools PT. Main Hospi Commerce Palembang Branch

No.	Product	2017 (Unit)	2018 (Unit)	2019 (Unit)	Total (Unit)
1	Aquastar Brand Laundry	0	13	19	32

Sources: PT. Hospi Niaga Utama Branch Palembang

Based on Table 1, it can be seen that the products sold in 2019 were more than in 2017 and 2018. In 2017, PT. Hospi Niaga Utama Palembang had not sold a single unit because when it was first opened, it focused on introducing products and seeking as many consumers as possible for purchase prospects for the following year. In 2018, PT. Hospi Niaga Utama Palembang branch has been able to sell 13 units of its products, while in 2019 PT. Hospi Niaga Utama Palembang branch was able to sell more products than in 2018, which was 19 units of products sold (Maxham, 2001; Lee & Kacen, 2008). The total products sold by PT. Hospi Niaga Utama Palembang Branch became 32 units of products sold from 2017 to 2019. The products offered by PT. Hospi Niaga Utama Palembang is a laundry set such as a washer (washing machine), dryer (drying machine), and ironer (ironing machine). Distribution of PT. Palembang Main Commercial Hospice until December 2019 were in various cities covering South Sumatra as shown in table 2 and table 3 below:

Table 2
Sales recapitulation of PT. Hospi Commerce Main Branch Palembang year 2018

No.	Hospital Name	Product Name	Quantity
1	Regional public hospital Depati Hamzah Pangkal Pinang Bangka	Aquastar Washier Extractor	2
2	Regional public hospital H. Abdul Moeloek Lampung	Aquastar Flatwork Ironer	1
3	Regional public hospital Dr. H. Ibnu Sutowo Oku	Aquastar Washier Extractor	1
4	RSK Gigi dan Mulut Sumsel	Aquastar Washier Extractor	1
5	Regional public hospital Dr. H.M. Rabani Muara Enim	Aquastar Washier Extractor	2
6	Regional public hospital Bandar Negara Husada	Aquastar Washier Extractor	1
		Aquastar Tumble Dryer	1
		Aquastar Flatwork Ironer	1
7	Regional public hospital Siti Fatimah Palembang	Aquastar Washier Extractor	1
		Aquastar Flatwork Ironer	1
		Aquastar Dryer Extractor	1
TOTAL			13 UNIT

Source: PT. Main Hospi Commerce Palembang Branch

Table 3
Sales recapitulation of PT. Hospi Commerce Main Palembang Branch year 2019

No.	Hospital Name	Product Name	Quantity
1	Regional public hospital Marsidi Judono Belitung	Aquastar Tumble Dryer	2
		Aquastar Washier Extractor	2
2	RSKJ Soeprapto Bengkulu	Aquastar Washer Extractor	2
		Aquastar Tumble Dryer	2

		Aquastar Flatwork Ironer	2
3	Regional public hospital Mattaheh Jambi	Aquastar Tumble Dryer	1
		Aquastar Barrier Washer	1
4	Regional public hospital Bengkulu Tengah	Aquastar Flatwork Ironer	1
		Aquastar Tumble Dryer	1
		Aquastar Washer Extractor	1
5	Regional public hospital Lebong Bengkulu	Aquastar Tumble Dryer	1
		Aquastar Flatwork Ironer	1
6	Regional public hospital Bayung Lincer	Aquastar Flatwork Ironer	1
		Aquastar Washer Extractor	1
TOTAL			19 UNIT

Source: PT. Main Hospi Commerce Palembang Branch

In table 2 and table 3, it can be seen that the hospitals that made the purchase were all government hospitals. Thirteen hospitals purchase medical devices at PT. Main Hospi Commerce Palembang Branch (Bloemer & Kasper, 1995; Chao, 1998). To maintain the trust of consumers, PT. Hospi Niaga Utama provides the maximum possible service on product quality and service quality. Products and services provided by PT. Hospi Niaga Utama Palembang to consumers or *users* of tools that have been *installed* there are complaints from several consumers as follows:

- A user at Siti Fatimah Hospital Palembang said, "Sir, this tool keeps getting errors, so our work is hampered, not to mention the repair process takes weeks and weeks, so sometimes we are scolded by our superiors even though the equipment is not damaged."
- User in hospitals Raden Mattaheh Jambi "This tool has not been a year already error continues, how is this pack the appliance often error."
- A user at the Marsidi Judono Hospital in Belitung "Sir, how is the tool? The error has not been checked; it takes a long time to handle if there is an error in the tool, so all work is hampered; please, if an error occurs, it can immediately visit it, sir".
- The user at RSUD Ibnu Sutowa Oku "Sir, the tool is cool; it makes our work easier and faster. Try using this tool from the start; it does not need to dry it anymore; it does not matter if it rains, it is still dry."
- The user at RSUD Sekayu (Purchased unit in 2016) "It is good when there is damage, the response is fast, the response is not handing off like other PTs, sometimes when it is damaged it is lazy to come. If it is like this, it is good; we are not confused when the tool is broken."

Based on what was conveyed by several consumers of PT. Hospi Niaga Utama complains of dissatisfaction with the quality of products and services, but some are satisfied with the products and services. Meanwhile, unit sales in the following year continued to increase even though users were not satisfied (Rouphael et al., 2010; Hallak, 2006). Based on the background of the problems described above, the research problem formulation is obtained, namely product quality and service quality carried out on customer satisfaction at PT. Hospi Niaga Utama Palembang branch and the results or conclusions from several studies on the factors that affect performance (*research gap*). This is shown from the findings regarding the differences in product quality and service quality on consumer satisfaction at PT. Hospi Commerce Main Palembang branch (Aurich et al., 2006; Brady & Robertson, 2001).

Method

The population in this study were all consumers of PT. Hospi Niaga Utama Palembang branch purchased products from 2018 to 2019 from as many as 13 hospitals. The sample size is determined from the sample size, which is greater than 30 respondents and less than 500 respondents (Rescoe et al., 2017; Phillippi & Lauderdale, 2018; Holliday, 2010; Marshall et al., 2013; Reay, 2014; Sgier, 2012). The sampling technique in this study used the purposive sampling technique. With consideration to save time, effort and get more accurate results, the number of samples used in this study was 100 respondents who were distributed through distributing questionnaires to all consumers who purchased products at PT. Hospi Niaga Utama Palembang branch in 2018-2019 (González et al., 2007; Rastini & Nurcaya, 2019).

Research Result

Table 4
Results analysis regression

Model	Coefficients			
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	Sig.
1	B		Beta	
	Constant	.445	.289	
	Product Quality	.678	.069	.680
	Service Quality	.201	.069	.210

$$Y = 0,445 + 0,678X_1 + 0,201X_2 + e$$

- The constant value shows a positive value with a value of 0.445. This shows that consumer satisfaction is considered that without the influence of product quality and service quality, the magnitude of the variable of customer satisfaction is 0.445.
- The regression coefficient value of the product quality variable is 0.678 with a t_{count} value of 9.896, stating that product quality positively affects consumer satisfaction. This shows that the higher the quality of the product, it will have a positive impact, namely, the higher the consumer satisfaction at PT. Hospi Commerce Main Palembang branch.
- The regression coefficient value of the service quality variable is 0.201 with a t_{count} value of 2.928 which states that service quality positively affects customer satisfaction. This shows that the higher the quality of service provided, it will positively impact, namely the higher the customer satisfaction at PT. Hospi Commerce Main Palembang branch.

Table 5
Result of correlation coefficient (r) and coefficient of determination (R^2)
model summary^b

Model	R	R Square	Adjusted Square	R	Std. The error of the Estimate
1	.777	.604	.596		.632803

The results of the correlation coefficient test (r) show that the magnitude of the influence of product quality and service quality variables on consumer satisfaction is 0.777 or 77.7%. The R square (R^2) is 0.604 or 60.4%; this figure is used to see how product quality and service quality affect consumer satisfaction at PT. Hospi Commerce Main Palembang branch. This figure has the meaning of how the variables of product quality and service quality on customer satisfaction in showing what factors can affect customer satisfaction at PT. Hospi Niaga Utama and Palembang branches amounted to 60.4%, while other factors influenced the remaining 39.6%.

Table 6
Individual parameter significance test (t-Test).

Model	Variable	Coefficients			
		B	t_{table}	t_{count}	Sig.
1	Product Quality	.678	1.660	9.896	.000
	Service Quality	.201	1.660	2.928	.004

- The value of degree of freedom (df) = $n - k = 100 - 3 = 97$ and 0.05, then the t_{table} value for this research data is 1.660. The results of the analysis can be explained as follows:
- The t_{count} value of the product quality variable (X1) is 9.896 and the significance value is 0.000, the t_{count} value $> t_{table}$ is ($9.896 > 1.660$) or the value (Sig.) $0.000 < 0.05$. This means that product quality has a significant effect on customer satisfaction at PT. Hospi Commerce Main Palembang branch. This proves that the first hypothesis on the product quality variable has a positive and significant effect and can be accepted.
- The t_{count} value of the service quality variable (X2) is 2,928 and the significance value is 0.004 then the $t_{count} > t_{table}$ is ($2,928 > 1.660$) or the value (Sig.) is $0.004 < 0.05$. This means that service quality has a significant effect on customer satisfaction at PT. Hospi Commerce Main Palembang branch. This proves that the second hypothesis on the service quality variable has a positive and significant effect and can be accepted.

Discussion

Quality is an important part and needs serious attention for companies to survive and become consumers' choices. The quality of the products offered is the basis for creating customer satisfaction. Product quality is everything that can meet the needs offered by the company to be noticed, requested, used by consumers. Product quality can affect consumer satisfaction. Satisfaction depends on the quality of the company's products because the higher the level of consumer satisfaction produced (Kotler et al., 2021). Consumers want the product they receive following the perceived expectations.

Product quality has a positive and significant effect on consumer satisfaction. The results of this study are in line with the results of research from Ferdani et al. (2020); Tombeng et al. (2019); Keloay et al. (2019); Maulidah et al. (2019); Dewi & Sudiarta, (2018); Maramis et al. (2018); Febrian & Sunarti, (2018); Rosaliana & Kusumawati, (2018); Sari & Rachmi, (2017); Windarti & Ibrahim, (2017); Lenzun et al. (2017); Dennisa & Santoso, (2016); Familiar & Maftukhah, (2015); Bailia et al. (2014), found that product quality had a positive and significant effect on consumer satisfaction.

This study indicates that product quality is associated with several indicators such as performance, features, reliability, conformance to specifications, and durability, in the product indicators produced by PT. Hospi Utama Palembang branch provides clear specification information in the operation of the product showing the lowest value. This shows that some consumers still feel that the information provided is unclear and needs guidance from officers from PT. Hospi Utama Palembang branch in the use of its products. In the product indicators produced by PT. Hospi Utama Palembang branch has good quality showing the highest score. This shows that the products produced by PT. Hospi Utama Palembang branch has good quality and makes consumers feel satisfied with its products.

Service quality has a vital role in creating customer satisfaction. The customer's perception of whether the company's services are good or not depends on the suitability and desire of the services they receive. Service provider companies, the services provided become a benchmark for customer satisfaction. If the perceived service quality is smaller than expected, consumers will feel disappointed and dissatisfied and negatively impact the company. Therefore, efforts to improve service quality must continue to be improved to maximize the quality of services to be provided.

Service quality has a positive and significant effect on customer satisfaction. The results of this study are in line with the results of research from Tombeng et al. (2019); Krisdianti & Sunarti, (2019); Keloay et al. (2019); Ering et al. (2019); Maulidah et al. (2019); Rahman, (2019); Avianty & Waloejo, (2019); Dewi & Sudiarta, (2018); Rosaliana & Kusumawati, (2018); Maramis et al. (2018); Tuju & Loindong, (2018); Febrian & Sunarti, (2018); Sari & Rachmi, (2017); Windarti & Ibrahim, (2017); Kuntari et al. (2016); Dennisa & Santoso, (2016); Tombokan et al. (2015); Gulla et al. (2015); Familiar & Maftukhah, (2015); Runtuuwu et al. (2014), which shows that service quality has a positive and significant effect on customer satisfaction.

The results of this study indicate that the quality of service is associated with several indicators such as physical evidence (tangible), empathy (empathy), responsiveness (responsiveness), reliability (reliability), assurance (assurance). The indicator of employees responding quickly to consumer complaints shows the lowest value. This shows that the speed of employees in responding to complaints felt by consumers is not optimal. With the limited number of employees who are not optimal in responding quickly to consumers, consumers are still unsatisfied with the services. On the indicator of serviceability, employees can be trusted to show the highest value. This shows that consumers feel satisfied with the services provided by employees of PT. Hospi Niaga Utama Palembang branch can be trusted because by providing exemplary service and guarantees to consumers, consumers feel satisfied with the services.

Conclusion

Based on the results of research and analysis that has been done, it can be concluded as follows: product quality and service quality have a positive and significant effect on customer satisfaction at PT. Hospi Commerce Main Palembang branch.

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