

The Influence of Product Quality on Customer Satisfaction in Conventional Clothing Markets: A Case Study of Economic Geography in Bedoro Village, Sambungmacan

Aifina Fitria^{a,1,*}, Pranichayudha Rohsulina^{a,2}, Bayu Kurniaaji^{a,3}

^a Faculty of Teacher Training and Education, Universitas Veteran Bangun Nusantara, Indonesia

¹ aifinafitria@jicloud.com; ² rohsulinarohsulina@gmail.com; ³ bayuajigeokra@gmail.com

* Corresponding Author



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ABSTRACT

In the current era of globalization, development and competition in the business world are increasingly fierce. One business that has very tight competition is the convection business. A convection business is a business that produces clothing in large quantities, according to consumer demand. This research aims to find out how product quality influences the KDC Konveksi company. Product quality greatly influences customer satisfaction. The progress of a company is influenced by the presence of quality products. A quality product will make the product useful for someone who buys it and the company will become more famous so that many people will know it. In this way, someone will buy a quality product repeatedly. This research uses a Google Form instrument with a qualitative description method. From this research, the results showed that everyone was satisfied with the results of the convection, so it is hoped that this company can maximize sales from previous sales

KEYWORDS

Product quality
Customer loyalty
Customer satisfaction

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1. Introduction

A convection business is a business that produces clothing in large quantities, according to consumer demand. In the current era of globalization, development and competition in the business world are increasingly fierce. One business that has very tight competition is the convection business. Businesspeople must be able to compete with other businesspeople, by demanding companies to offer quality products that have added value that is different from other competitors' products. It is not easy to understand consumer satisfaction. When choosing a product, consumers will certainly consider the elements contained in a product. Consumer satisfaction can be interpreted as a situation where consumer needs, desires and expectations can be fulfilled through the products consumed (Nasition, 2005). A satisfied consumer is a consumer who feels they are getting volume from the product. This volume can be obtained through marketing which can influence consumers in purchasing. If the purchase made is able to fulfill the needs and desires or is able to provide satisfaction, usually there will be repeat purchases in the future (Palilati, 2007).

Maintaining customer loyalty is not an easy job because of the large amount of competition that exists. Loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. (Oliver, 2010). Customer loyalty is not formed in a short time, but must be done through various methods that can influence customers to have a loyal attitude towards the product, starting with customer awareness of the product. It is at this stage that the producer forms the mind share needed to position in the minds of potential consumers that the product or service is superior to competitors (Griffin, 2003).

Brand awareness is one of the factors that determine consumer satisfaction. Brands can also help companies expand their products and develop a specific market position for a product. Each brand has its own uniqueness and characteristics which will raise brand awareness among consumers in order to increase customer satisfaction and loyalty. Consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality. Customers will not be satisfied if they have desires that have not been fulfilled and conversely customers will be satisfied if their desires are the same or as expected (Junior, OMS, Areros, WA, and Pio, 2019).

Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Quality will encourage consumers to establish close relationships with the company (Kotler, P., & Armstrong, 2008). In the long term, companies will understand consumer expectations and needs. Quality is determined by a set of uses and functions so that consumers can get products of good quality. Products that have good quality will be able to grow rapidly and will be able to capture the market.

Customer satisfaction will be fulfilled if they get what they want, the higher the level of customer loyalty. Research result (Norhermaya, YA, & Soesant, 2016) and (Mariska, ZH, & Shihab, 2016) shows that customer satisfaction influences trust. Study (Kim, W.G., Ng, CYN, & Kim, 2009) concluded that customer satisfaction influences customer loyalty. Research results from (Sidharta, RBFI, Sari, NLA, & Suwandha, 2018) which suggests that trust can increase customer purchasing intentions and can function as the best predictor of customer loyalty.

Based on the background above, the research problem can be formulated as follows.

1. How does product quality influence customer satisfaction who buy products at KDC Konveksi?
2. How do the products at KDC Konveksi benefit customers who buy them?
3. Are the prices offered at KDC Konveksi commensurate with the quality?
4. Does the KDC Konveksi store have good product quality for customers?

Based on the problem formulation above, the researcher has the following objectives.

- 1) To find out how much influence product quality has on customer satisfaction who buy at KDC Konveksi.
- 2) To find out how useful the products at KDC Konveksi are for customers.
- 3) To find out whether the price of the product offered at KDC Konveksi matches its quality.
- 4) To find out whether the product quality at KDC Konveksi is satisfactory.

2. Method

In this research, we use a Google form instrument with a qualitative description method, namely to find out how much the quality of the products at KDC Konveksi is to the community, so that I can find out the satisfaction of customers who buy these products. According to (Sugiyono, 2008) says that population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is the number of visitors at KDC Konveksi from 28 October 2023 to 4 November 2023, around 5 people. This is taken into consideration that on that date the researcher had successfully completed the questionnaire that had been distributed.

According to (Sugiyono, 2008) says that the sample is part of the number of characteristics possessed by the population. In taking this sample, a sampling technique is used, namely non-probability sampling, which is a sampling technique that does not give each member of the population the same chance or opportunity to be selected as a sample. This technique is used if the researcher does not know the exact number of the population to be studied. Based on (Soemarwoto, 1985) Population pressure on land is the ratio between the number of residents with the minimum land area to be able to live a decent life. According to (Sudargono et al., 2020) Saying that this

statement is the basis for calculating population pressure at the research location. This is in accordance with the unknown population situation, because researchers will distribute questionnaires to consumers who visit KDC Konveksi at a predetermined time.

3. Results and Discussion

This research is focused on testing whether the products at KDC Konveksi have good product quality on consumer loyalty through customer satisfaction.

3.1. Research result

The template is designed so that author affiliations are not repeated each time for multiple authors of the same affiliation. Please keep your affiliations as succinct as possible (for example, do not differentiate among departments of the same organization). This template was designed for two affiliations.

Table 1.

No	Quality of Goods	Is the product being sold satisfactory?	Is the product useful?
1	Yes, quality	Very satisfactory	Yes, very useful
2	Yes, quality	Very satisfactory	Yes, very useful
3	Yes, quality	Satisfying	Yes, very useful
4	Yes, quality	Satisfying	Yes, very useful
5	Yes, quality	Satisfying	Yes, very useful

3.2. Discussion

The results of research conducted by researchers show that product quality has a direct, positive and significant influence on customer satisfaction. This shows that product quality at KDC Konveksi is one of the main factors in determining customer satisfaction who use the product. Quality goods are goods that are able to meet or exceed customer expectations. If the quality of goods or services exceeds customer expectations then customer satisfaction is created. This research is in accordance with research conducted by (Suyono., Halim, M., Mukhsin., and Akri, 2019) who said that product quality has a very positive and significant effect on customer satisfaction. Thus the research results from (Damayanti, C., 2015) which states that product quality has a direct effect on customer satisfaction, meaning that the higher the product quality, the more it will be able to increase customer satisfaction. The customer's view of the quality or advantages of a product will be a positive value for the customer. Customers who receive quality products will get value from the products they have purchased and will make an impression on consumer awareness. By improving consumer quality, it is necessary to adjust the price of products being marketed based on the quality of the product and must pay attention to the place for marketing to make it easier for customers to see the product, and to carry out attractive promotions so that consumers are interested.

This research also shows that product quality has a very positive effect on consumer loyalty, which means that the higher the quality of the product received by consumers, the more loyal they will be to that product or item. This is in accordance with research which states that product quality has an influence on customer loyalty (Minar, D. and Safitri, 2017). Product quality has an impact on consumer loyalty because price and product quality can increase consumer loyalty by feeling satisfied with the product purchased (Setiawan, H., Firdiansjah, A. and Darsono, 2019). This research states that product quality has a significant positive effect on customer loyalty, this shows that the higher the quality of the product presented, the higher the level of customer loyalty. (Prasada, G. and Sukawati, 2020). This means that customers who are satisfied with the products at KDC Konveksi will make repeat purchases at that place. If the customer is satisfied with the product then the product will be useful for the customer who bought it.

With increasingly tight business competition, companies are looking for alternative ways to be able to compete. One of the efforts made to face this competition is to provide quality services such as the quality of the products offered. With a good product, it will further strengthen the product's position in front of consumers, so that the product allows consumers to choose first to purchase the product in the future. Good quality will allow for consumer satisfaction and will attract new consumers, which will make consumers loyal in the end.

4. 4. Conclusion

Based on the conclusions of the research and discussion, it can be concluded that:

1. The quality of the products at KDC Konveksi has a direct influence on customer satisfaction, good products certainly provide comfort for users.
2. Customer satisfaction influences the loyalty of customers who feel satisfied using products at KDC Konveksi, so they make repeat purchases of these products.
3. If a product meets customer desires, the product will be useful for customers.

Acknowledgment

The author proposes several suggestions for the KDC Konveksi shop as a consideration for increasing consumer satisfaction related to product quality and how to market the product so that it can be known to more people.

1. For the KDC Konveksi company

From the research results obtained from 5 customer respondents at KDC convection, on average, they gave a good response to product quality. Therefore, companies need to improve the quality of clothing production at KDC Konveksi and be able to maintain the quality of these products so they can compete with other clothing companies.

2. For further research

This research shows that product quality greatly influences customer satisfaction because a good product will provide comfort and benefits for customers or consumers. Thus, consumers want to repurchase these products at KDC Konveksi.

That is what I convey in this article, perhaps in compiling the article there were many shortcomings or errors in the writing and delivery, this is due to the author's lack of knowledge. Therefore, we apologize profusely, we hope that the paper we have written can be useful for everyone, especially readers. That's all from us, we hope that the author will give you constructive criticism and suggestions from readers as evaluation material for the future.

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