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Service Quality And Product Quality In Influence Ud Karomah Abadi Makmur Customer Loyalty

Ramadhan Chossy Pratama^{1*}, Dyan Arintowati², Muhammad Bawono³, Rendi Dwi
Apriansa⁴
1,2,3,4 Management Department, Sekolah Tinggi Ilmu Ekonomi Nganjuk

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Abstract

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The aim of this research is to prove the influence produced by product quality and service quality in maintaining the loyalty of a company's consumers partially or simultaneously. This is intended to find out to what extent service quality and product quality can protect a company from its competitors.

The research method used is a correlational quantitative method sourced from data obtained from questionnaire results. Questionnaires that have been filled out by respondents will be grouped and the results analyzed using the SPSS application. The results obtained from this study are that service quality with $t_{count} \leq t_{table}$, namely $-1.399 \leq 1.99834$ and a significance level of ≤ 0.05 , namely $0.167 \geq 0.05$, means that it partially has no positive and significant effect on consumer loyalty, which means that If service quality increases, consumer loyalty will not increase.

Meanwhile, partially product quality with a calculated t value $\geq t$ table, namely $7.350 \geq 1.99834$ and a significance level ≤ 0.05 , namely $0.000 \leq 0.05$, has a positive and significant influence on consumer loyalty, so that if product quality increases, consumer loyalty has also increased. Even though the results are partially different, simultaneously service quality and product quality have a positive and significant influence on consumer loyalty with proof that the SPSS calculation results are $F_{count} \geq F_{table}$ ($33.047 \geq 2.751$) and the significance level is ($0.000 \leq 0.05$).

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(*) Corresponden Author:

✉ Author Address, Department, Affiliation, City, Country.

Email: stienganjuk5@gmail.com

INTRODUCTION

Era 5.0 encourages every human being to be more creative, especially in the world of work and business. Nowadays, more people build new businesses and create new jobs than work as employees. Building a new business is a good thing, but in its implementation you still have to consider many things. One of them is looking for promising business opportunities that are always needed by many people, such as in the construction sector. The increasing human population will also

make the demand for residential buildings higher. This increasing market demand will certainly provide business opportunities in the construction sector. One of the business opportunities is to become a provider of construction materials which are of course really needed in every development project.

The building materials business or opening a building materials shop is quite a promising business because materials will always be needed in every construction. Moreover, there will always be development projects from time to time. Apart from that, the shelf life of materials is also quite long, and some building materials will not even expire. These two reasons are a strong basis that the building shop business can provide promising profits (Entrepreneur Journal, 2023)

Even though it promises quite large profits, the building shop business also needs to have good management in its implementation. This is because there are now many competitors in the same field, so good management needs to be prepared to compete with other business people. One of the most important things to maintain a business in the long term is to maintain consumer loyalty (Zeithamel et al, 2003).

According to Kotler and Keller (in Sonatasia et al, 2020) loyalty is defined as a deep-rooted attachment to subscribing or repurchasing an item in the future even though there are conditional impacts and sales efforts have the ability to make consumers switch to buying other goods. In short, consumer loyalty is consumer loyalty in purchasing a product in the long term. This attitude of consumer loyalty is certainly needed by every businessman to maintain the sustainability of his business in the long term. Therefore, it is worth deepening the ways and methods that can be used to maintain consumer loyalty. One of the ways that can be implemented is to maintain the quality of the company, both in terms of service and the goods or services offered. Good and consistently maintained product quality will certainly make consumers feel confident and confident enough to buy again.

From these explanations, it can be concluded that the quality of service and product quality provided by the company are important factors in maintaining consumer loyalty. Chaniago (2020), in his research, proved that service quality, product quality and price actually influence Nano Store customer loyalty. Apart from that, it was also proven in research conducted by Maulidah et al. (2019) that product quality and service quality have a significant influence on customer satisfaction at the Nelongso Fried Chicken Restaurant. Based on these previous studies, the author will carry out a study with the title "Service Quality and Product Quality in Affecting Consumer Loyalty at UD Karomah Abadi Makmur" to analyze the effect of this method. In this research, the author will later carry out an assessment of the service quality and product quality offered by UD Karomah Abadi Makmur to influence consumer loyalty. The aim is to find out whether this method has a big influence in maintaining consumer loyalty or not. It is hoped that this research will be able to help business people to maintain their business in the long term by paying attention to the factors studied by researchers.

RESEARCH METHODS

The type of study to be carried out is quantitative research. Quantitative is a data collection method that can be measured numerically or through numbers. Quantitative data can be obtained through measurement, observation or using standardized research instruments (Sugiono, 2013).

Where the implementation will be closely related to statistical, mathematical or computational techniques (Sidik, 2021). This quantitative research will be carried

out by conducting a survey to obtain data in the field. The aim is to obtain accurate and real data and facts.

This study utilizes a correlational method which is a link between independent variables X1 and X2 with the dependent variable Y. The independent variables are service quality (X1) and product quality (X2). Meanwhile, the dependent variable is customer loyalty (Y).

RESULT

Based on the information listed in Table 1 above, it can be observed that the tolerance value indicates > 0.1 or 10%, and the VIF value < 10 for the service quality (X1) and product quality (X2) variables. This phenomenon illustrates that there are no signs of multicollinearity in the context of regression analysis, and as a result the data is categorized as good qualitative and suitable for use in further testing stages.

Table 1. Multikolinearitas Test

Model		Coefficients ^a				Sig.	Collinearity Statistics Tolerance	VIF
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t			
1	(Constant)	7.495	1.592		4.707	.000		
	Kualitas Pelayanan	-.122	.087	-.151	-1.399	.167	.668	1.498
	Kualitas Produk	.557	.076	.792	7.350	.000	.668	1.498

a. Dependent Variable: Loyalitas Konsumen

Based on multiple regression analysis involving the variables service quality (X1), product quality (X2), and consumer loyalty (Y), as well as using SPSS statistical calculation tools, the results obtained are as follows:

Table 2. Multiple Linear Regression Test

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	7.495	1.592		4.707	.000
	Kualitas Pelayanan	-.122	.087	-.151	-1.399	.167
	Kualitas Produk	.557	.076	.792	7.350	.000

a. Dependent Variable: Loyalitas Konsumen

Nilai koefisien regresi kualitas pelayanan sebesar -0,122 bernilai negatif memiliki arti bahwa jika persepsi terhadap kualitas pelayanan tidak tinggi, maka loyalitas konsumen akan menurun.

Nilai koefisien regresi kualitas produk sebesar 0,557 bernilai positif memiliki arti bahwa jika persepsi terhadap kualitas produk semakin tinggi, maka loyalitas konsumen akan meningkat.

DISCUSSION

Analysis based on Table reveals results that have significant implications. From this table, it is known that the significance value is 0.000, a value which is much smaller than the predetermined significance level of $\alpha = 0.05$ ($0.000 \leq 0.05$). Next, looking at the comparison between the calculated F value and the table F value, it was found that the calculated F value was 33.047 while the table F value was 2.751.

In this context, it can be interpreted that because the calculated F value is greater than the F table value ($33.047 \geq 2.751$) and the significance value is smaller than the significance level ($0.000 \leq 0.05$), then conclusions can be drawn. Service quality and product quality together have a positive and significant influence on consumer loyalty. Therefore, H_0 is rejected and the Alternative Hypothesis (H_a) is accepted. This statement is in accordance with the results of a study carried out by Herry and Wido (2008) which found that service quality and product quality together had a significant effect on consumer loyalty.

It is important to remember that these results are based on analyzes performed on available data. These interpretations are relevant in the context of the data analyzed, but the results are not automatically applicable to different situations. As a suggestion for further research, further development regarding the factors that influence the relationship between service quality, product quality and consumer loyalty could be a major concern.

CONCLUSION

Based on the results of the analysis and discussion described in the previous chapter, the following conclusions were obtained:

1. Partially, the service quality variable (X_1) does not have a positive and significant effect on the consumer loyalty variable (Y). This means that for UD Karomah Abadi Makmur consumers, the quality of service provided is not the main consideration for consumers to maintain their loyalty.
2. The product quality variable (X_2) partially has a positive and significant influence on the consumer loyalty variable (Y). This analysis shows that product quality is an important consideration for UD Karomah Abadi Makmur consumers to return to buying products at UD Karomah Abadi Makmur so that with good product quality, consumer loyalty can also be maintained.
3. There is a positive and significant influence between service quality (X_1) and product quality (X_2) on consumer loyalty (Y). These results prove that product quality and service quality are important assessments for consumers to return to buying products at UD Karomah Abadi Makmur so that with good product quality, consumer loyalty can also be maintained.

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