



The Effect Of Product Quality, Distribution Channels And Service Quality Towards The Satisfaction Of Customer Purchase Of Roma Biscuit Store In PT. Inbisco Niagatama

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ABSTRACT

The purpose of this study is to discuss product quality, distribution channels, and service quality on customer purchase satisfaction buying biscuit products at PT Inbisco Niagatama. The decline in Roman biscuit customer satisfaction can be seen from the failure to achieve sales targets that cause product quality to decrease, channel distribution which is increasingly difficult and service quality to be less satisfactory. The population rose by 194 customers and the sample in this study was released 131 customers. The research method uses multiple linear regression analysis techniques. Hypothesis testing results partially obtained value of $t > t$ table or $3.559 > 1.979$ with a significant value of $0.001 < 0.05$. Hypothesis testing results partially obtained value of $t > t$ table or $2.734 > 1.979$ with a significant value of $0.007 < 0.05$. Hypothesis testing results partially obtained value of $t_{count} > t$ table or $2.609 > 1.979$ with a significant value of $0.010 < 0.05$, then partially product quality, distribution distribution and service quality are very positive and significant impact on satisfaction with the purchase of Roman biscuit products at PT Inbisco Niagatama Results Simultaneous hypothesis testing obtained $F_{count} (10.438) > F_{table} (2.68)$ and a significance probability of $0.000 < 0.05$ namely product quality, distribution channels, and land quality, which is positive and significant for the purchase of Roman biscuit products at PT Inbisco Niagatama . The coefficient of determination test results obtained adjusted R Square value of 0.179, this means 17.9% of the variation of the dependent variable that can be approved by variations of variables that are not discussed in this study, such as promotions, prices, brand image and so on.

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1. Introduction

The era of competition is quite high, especially in the food and beverage industry which is projected to still be the mainstay sector supporting manufacturing and economic growth. Development of the company PT Inbisco Niagatama is quite fast, which is marked by the number of new products launched in order to compete with other similar companies.

From the initial observation of the study is the development of the company PT Inbisco Niagatama is quite fast, which is marked by the number of new products launched in order to compete with other similar companies. PT Inbisco Niagatama is a food and beverage sales company. In this study examines the Roma brand biscuits. PT Inbisco Niagatama sells various types of Rome brand dry bread in different packaging variations and sizes. The area of product marketing is carried out in the Sumatra region. From the initial observation that there was a decrease in customer satisfaction which resulted in not achieving sales targets at this company.

Problems with decreased customer satisfaction are thought to be influenced by variables of product quality, service quality and distribution channels. Kthe quality of rome biscuits products decreases, causing the rate of returns of rome biscuits from customers toPT Inbisco Niagatama happens every month. The highest



number of returns occurs because the packaging is still damaged, causing damage to the biscuit packaging, causing the biscuits to no longer be tasty so that customers make returns to the company.

Distribution channels that are increasingly difficult for customers. This results in customer complaints to the company. This is due to the lack of distribution channels which make it more difficult for customers such as delivering products precisely and quickly to customer locations. The number of complaints that occur in the company regarding the company's distribution channels in the form of late delivery, incompatible delivery schedules, product errors, and so on. This causes the level of customer satisfaction has decreased.

Inefficient service quality tends to cause many customers to complain about the company's poor service quality. The high level of customer complaints to the company shows how inadequate the quality of services provided creates customer disappointment that is unresponsive in providing services if there is a complaint, unreliable time of complaint resolution or delivery information that is not timed, service uncertainty promised.

2. Literature review

A. Product Quality Theory to Customer Satisfaction

According to Sunyoto (2014: 226), there is a close relationship between the quality of goods and services with customer satisfaction to achieve corporate profits.

B. Distribution Channel Theory for Customer Satisfaction

According to Nitisusastro (2016: 170), more and more companies are using distribution channel companies, basically making it easier for consumers to make purchases.

C. Theory of Effect of Service Quality on Customer Satisfaction

According to Yuniarti (2015: 233), consumers will feel satisfied if the services provided by products and services are pleasing to consumers.

D. conceptual framework

Based on the discussion above, it can be described the following framework of thought:

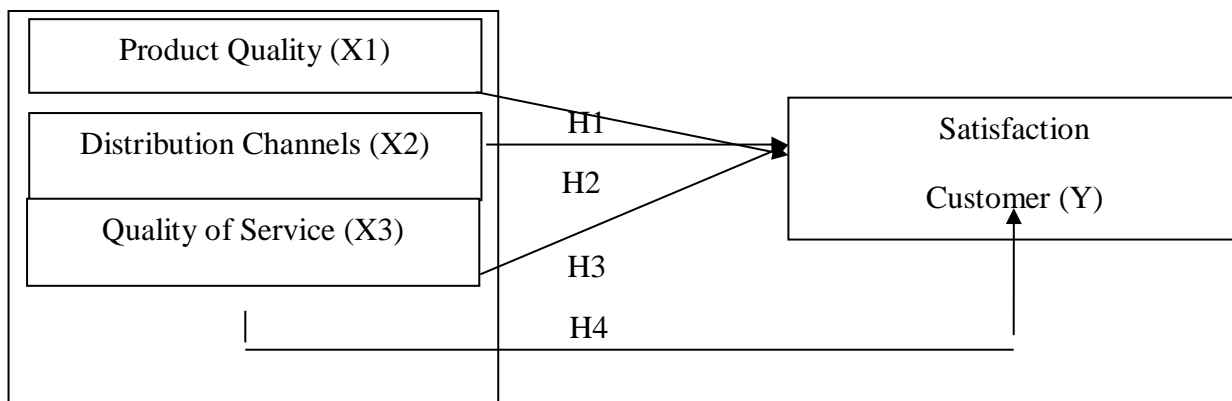


Fig 1. conceptual framework

3. Research methodology

This research will be conducted at PT. Inbisco Niagatama Semesta, located on Jalan Medan Binjai KM 112 Compost No. 21 Medan. The research time is planned from January to June 2019. The approach in this study is a quantitative approach. This type of research is a type of quantitative descriptive research. The nature of the research used is descriptive explanatory. Researchers took the population in this study as many as 194 customers from January to December 2018. The sampling technique used was simple random sampling. In this study, data collection related to the problems studied by researchers was carried out by means of questionnaire, interview and documentation study.

A. Test the Validity and Reliability of Variable Instruments

1) Validity Test

According to Sujarweni (2014: 192), the validity test is used to determine the appropriateness of items in a list of questions in defining a variable.

In testing the validity of research instruments, the authors use the SPSS for Windows program by using the Bivariate Pearson correlation or Pearson Product Moment Correlation with the following criteria:

- a) If count > r table, the question is declared valid
- b) If r count < r table, the question is declared invalid

2) Reliability Test

According to Ghozali (2016: 47), reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time. UFor testing, the limit used is 0.60. This means that the criteria of an instrument are said to be reliable if the Alpha value > 0.60.

4. Results and Discussion

A. Research Model

Testing the hypothesis used in this research is to use multiple linear regression analysis. The regression model used is as follows:

Table 1
Results of Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,644	3,598		1,013	.313
Product quality	.398	.112	.285	3,559	.001
Distribution channel	.168	.062	.221	2,734	.007
Service quality	.176	.068	.210	2,609	.010

a. Dependent Variable: Customer satisfaction

Source: Research Results, 2020 (Data processed)

$$\text{Customer Satisfaction} = 3,644 + 0,398 \text{ Product Quality} + 0,168 \text{ Distribution Channels} + 0,176 \text{ Service Quality} + e$$

The meaning of the multiple linear regression equation above is:

- A constant of 3.644 states that if product quality, distribution channels and service quality are non-existent or constant, customer satisfaction is 3.644 units.
- Product quality regression coefficient of 0.398 and a positive value, this states that each increase the quality of products 1 unit will increase customer satisfaction by 0.398 units with the assumption that other variables remain.
- The distribution channel regression coefficient is 0.168 and it is positive, it states that each increase in the distribution channel of 1 unit will increase customer satisfaction by 0.168 units with the assumption that other variables are fixed.
- Regression coefficient of service quality of 0.176 and positive value, this states that each increase the quality of service 1 unit will cause an increase in customer satisfaction by 0.176 units with the assumption that other variables remain.

B. Hypothesis Determination Coefficient (R²)

The coefficient of determination is intended to find out how much the model's ability to explain the dependent variable. The coefficient of determination can be seen from the adjusted R Square number.

Table 2
Determination Coefficient Test
Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.445a	.198	.179	6.75417

a. Predictors: (Constant), Service Quality, Product Quality, Distribution Channels

Source: Research Results, 2020 (Data processed)

Based on the determination coefficient test results table obtained adjusted R Square value of 0.179 this means that 17.9% of the dependent variable variation in customer satisfaction can be explained by variations in the independent variables of product quality, distribution channels and service quality while the remainder is 82.1% (100 % - 17.9%) explained by other variables not examined in this study, such as promotion, price, brand image and so on.

C. Simultaneous Hypothesis Testing (Test F)

The F test is used to indicate whether all independent variables entered in the model have a joint influence on the dependent variable.

Table 3

Simultaneous Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1428,475	3	476,158	10,438	.000a
	Residual	5793,586	127	45,619		
	Total	7222,061	130			

a. Predictors: (Constant), Service Quality, Product Quality, Distribution Channels

b. Dependent Variable: Customer satisfaction

Source: Research Results, 2020 (Data processed)

Based on the Table, the SPSS calculation results obtained $F_{count} (10.438) > F_{table} (2.68)$ with a significance level of 0.000 because of $F_{count} (10.438) > F_{table} (2.68)$ and a significance probability of 0.000 < 0.05, so H_a is accepted and H_o was rejected, namely product quality, distribution channels and service quality had a positive and significant effect on customer satisfaction at the Rome biscuit shop customer at PT Inbisco Niagatama.

D. Partial Hypothesis Testing (t Test)

T test is used to determine whether there is a relationship or influence that is berarit (significant) between the independent variables partially on the dependent variable.

Table 4

Partial Test (t test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,644	3,598		1,013	.313
	Product quality	.398	.112	.285	3,559	.001
	Distribution channel	.168	.062	.221	2,734	.007
	Service quality	.176	.068	.210	2,609	.010

a. Dependent Variable: Customer satisfaction

Source: Research Results, 2020 (Data processed)

The value of the table for the probability of 0.05 at free degrees (df) = 127 is 1.979. Thus the results of the t test can be explained as follows:

- a) The partial hypothesis test results obtained t_{count} of 3.559 with a significant value of 0.001 < 0.05. $T_{count} > t_{table}$ or 3,559 > 1,979 then H_a is accepted and H_o is rejected, namely the quality of the product has a positive and significant effect on customer satisfaction at the Rome Biscuit Niagatama store customer satisfaction.
- b) The partial hypothesis test results obtained t_{count} of 2.734 with a significant value of 0.007 < 0.05. $T_{count} > t_{table}$ or 2.734 > 1,979 then it means that H_a is accepted and H_o is rejected, that is, the distribution channel has a positive and significant effect on customer purchase satisfaction of Rome biscuit products at PT Inbisco Niagatama.
- c) The results of partial hypothesis testing obtained t_{count} of 2.609 with a significant value of 0.010 < 0.05. $T_{count} > t_{table}$ or 2.609 > 1,979 then it means that H_a is accepted and H_o is rejected, namely the quality of service has a positive and significant effect on customer satisfaction at the Rome biscuit shop customer at PT Inbisco Niagatama.

E. Discussion

a) Effect of Product Quality on Customer Satisfaction

The partial hypothesis test results obtained t_{count} of 3.559 with a significant value of 0.001 < 0.05. $T_{count} > t_{table}$ or 3,559 > 1,979 then the first hypothesis is accepted that product quality has a positive and significant effect on customer satisfaction at Rome Biscuit Niagatama store customers

The results of the study are in line with the theory according to Sangadji and Sopiah (2013: 190), In a decision process, consumers will not stop at the consumption process. Consumers will carry out an evaluation of the consumption they have done. This is what is called the second phase of the alternative evaluation process. The results of this study are the same as those of Suroso and Subagio (2014) that Product Quality has a positive and significant effect on purchasing decisions.

Product quality is determined by a set of uses and functions including durability, comfort, external appearance (shape, packaging, color, etc.). Problems with decreased customer satisfaction are thought to be influenced by variables of product quality, service quality and distribution channels. The quality of rome biscuits products is declining, causing a rate of return of rome biscuits from customers to PT Inbisco



Niagatama every month. The highest number of returns occurs because the packaging is still damaged, causing damage to the biscuit packaging, causing the biscuits to no longer be tasty so that customers make returns to the company.

b) Effect of Distribution Channels on Customer Satisfaction

The partial hypothesis test results obtained tcount of 2.734 with a significant value of 0.007 <0.05. Tcount> ttable or 2.734>1,979 it means that the second hypothesis is accepted, that is, the distribution channel has a positive and significant effect on customer satisfaction at the Rome Biscuit Niagatama store customer satisfaction.

According to Nitisusastro (2016: 170), more and more companies are using distribution channel companies, basically making it easier for consumers to make purchases.

To achieve sales success and customer satisfaction, this distribution problem becomes very important because it deals with transportation costs that affect the total production cost. Distribution channels that are increasingly difficult for customers. This results in customer complaints to the company. This is due to the lack of distribution channels which make it more difficult for customers such as delivering products precisely and quickly to customer locations. The number of complaints that occur in the company regarding the company's distribution channels in the form of late delivery, incompatible delivery schedules, product errors, and so on. This causes the level of customer satisfaction has decreased.

c) Effect of Service Quality on Customer Satisfaction

Test result The partial hypothesis is obtained the t-count value of 2.609 is greater than the value of ttable or 1,979 with a significant value of 0.010 indicates that the third hypothesis which states that Service Quality has a positive and significant effect on customer satisfaction at the Rome biscuit shop customer purchase at PT Inbisco Niagatama. According to Surjaweni (2015: 144), Services in this case are defined as services provided by service owners in the form of convenience, speed, relationships, abilities and hospitality aimed at attitudes and characteristics in providing services for purchasing decisions.

If the quality of service provided by the company to customer well, it will make customer assume the company has been professional in providing its services. Vice versa if customer assume the quality of service provided to customer bad, then customer will assume that the company is less professional in providing services to customer. Quality of service is due to complaints or complaints from customers about the poor delivery schedule of products which are always not delivered on time, then the number of products is also not in accordance with customer orders. The high level of customer complaints to the company shows how inadequate the quality of the services provided creates customer disappointment that does not stop in providing services if there is a complaint, the reliability of the time of complaint resolution or delivery information, the service uncertainty seen from the management of returns.

5. Conclusion

The conclusions from the results of this study are as follows:

- a. The results of hypothesis testing partially obtained value of $t > t_{table}$ or $3.559 > 1,979$ with a significant value of $0.001 < 0.05$, then the quality of the product has a positive and significant effect on customer satisfaction at the Rome biscuit shop customer at PT Inbisco Niagatama.
- b. Hypothesis testing results partially obtained value of $t > t_{table}$ or $2.734 > 1,979$ with a significant value of $0.007 < 0.05$, the distribution channel has a positive and significant effect on customer satisfaction at the Rome biscuit shop customer at PT Inbisco Niagatama.
- c. Hypothesis testing results partially obtained value of $t > t_{table}$ or $2.609 > 1,979$ with a significant value of $0.010 < 0.05$, the quality of service has a positive and significant effect on customer satisfaction at the Rome biscuit shop customer at PT Inbisco Niagatama.
- d. The results of simultaneous hypothesis testing obtained Fcount (10.438) > Ftable (2.68) and the probability of significance of $0.000 < 0.05$, namely product quality, distribution channels and service quality have a positive and significant effect on customer purchase satisfaction in Rome biscuit products at PT. Inbisco Niagatama.

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