

THE INFLUENCE OF SERVICE QUALITY ON CONSUMER SATISFACTION AT THE GANDA BAKERY IN PEMATANG SIANTAR

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Abstract

This research aims to find out how service quality influences consumer satisfaction at the Ganda Bakery in Pematangsiantar. The consumer satisfaction indicators used consist of fulfilling consumer expectations, attitude or desire to use the product, recommending to other parties, service quality, loyalty, good reputation, location. then the indicators of reliability used consist of compliance with promises, responsibility, good impression, punctuality, appropriate information. The indicators of responsiveness used consist of fast service, helping consumers, responsive handling of responses. Indicators of assurance consist of communication, credibility, security, competence. Indicators of empathy consist of access, communication, ability to understand customers. Furthermore, indicators of physical evidence consist of the latest or newest equipment, attractive physical facilities, neat appearance and appropriate physical facilities. Where all these variables will be used using the Likert scale. The data used in this study is primary data obtained by distributing questionnaires to 130 consumers who buy at Ganda Bakery in Pematangsiantar. The data analysis technique used in this study is multiple linear regression analysis using the help of SPSS software version 25. The results showed that reliability, responsiveness, assurance, empathy and physical evidence partially had a positive and significant effect on the consumer satisfaction at the Ganda Bakery in Pematangsiantar.

Keywords : *Reliability, Responsiveness, Assurance, Empathy, Physical Evidence, And Consumer Satisfaction*

1. INTRODUCTION

Business in the culinary sector is never short of enthusiasts. The bread and cake or bakery business is one of the culinary businesses that is quite widely tried. Currently, bakery businesses have many variations, from just street food to large bakeries. Entrepreneurs must strive to learn and understand the needs and desires of their customers. Attention to consumers is a key factor in the success of a business amidst an increasingly tight competitive climate. Chang et al., (2017) Customer satisfaction is expected to result from good service efficiency, so that it will increase customer involvement and reciprocal relationships. According to Tjiptono (2019) "customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the perception of the performance (results) of a product with his or her expectations." According to (Sunyoto, 2015) consumer satisfaction is one of the reasons consumers decide to shop at a place. If consumers are satisfied with a product, they tend to continue to buy and use it and tell others about their pleasant experiences with the product. One of the bakeries in Pematangsiantar City is the Ganda Bakery. This bakery has been established since 1979 and has become a legendary bakery in the city of Pematangsiantar and the bread recipe it makes is a recipe passed down from family. Amazingly, it has survived for 4 (four) generations until now. The various types of bread sold at the Ganda Roti Shop are: Meses Filled Bread, Srikaya Stuffed Bread, Zebra Bread, Tart, Coconut Bread, White Bread, Torn Bread, Brownies, Shredded Bolu Roll, Bika Ambon, Chocolate Filled Bread, Tiger Cake. Ganda also always provides products with good quality and fresh from the oven every day. Consumers who buy a food product certainly don't just buy it just like that, but they will choose and look for a place to eat that is clean, tasty, comfortable, has competitive prices and fast, precise and friendly service. But on the other hand, there are several complaints given by

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consumers to Ganda Bakery which has not been able to meet consumer satisfaction. In the current era of globalization, trade and business are increasingly competitive.

The current development of the business world has placed business people in very tight competition for consumers. Various efforts have been made to win public sympathy with better facilities and infrastructure. Especially in the face of similar companies that are quickly emerging as new competitors. Currently there are several similar bakery businesses such as Ganda Bakery, especially in the city of Pematangsiantar, such as Aroma Bakery, France Bakery, Bread One, Neko Neko Bakery, Bolu Menara, Amanda Bakery, Bolu Toba, but these bakeries do not show or shows the process of providing bread directly, and also does not have srikaya jam and chocolate meises which are typical products from Toko Roti Ganda. This makes Ganda Bakery have a plus value and a different image compared to other bakeries. Competition for consumer attention turns consumers into decision makers. Therefore, every company is encouraged to do what it considers better than its competitors in order to be able to face these challenges. Because in the marketing concept, a company must be able to sell the goods or services it produces to consumers so that they feel satisfied and can survive and compete with other companies. According to (Kotler, 2018) satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (results) to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. Apart from that, if performance exceeds expectations, customers will be very satisfied or happy. (Bahrudin & Zuhro 2016) states that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services.

Consumers are the only ones who can judge whether the quality of service is good or not. Consumers assess the service by comparing the service they receive (perception) with the service they expect (expectation). Service at the Ganda Bakery is a form of service business that involves reliability, responsiveness, assurance, empathy and physical evidence. Companies must consider consumer satisfaction in addition to achieving profits. The thing that needs to be considered in providing services is hearing the voice of consumers, this means that companies must interact with consumers directly with the aim of obtaining feedback in the form of consumer responses regarding facilities and infrastructure related to the services provided as a control and measure. success in achieving consumer satisfaction. From the results, several consumers who were interviewed as initial data stated that the service provided at the Ganda Bakery was less friendly and less responsive and the product packaging was less attractive and efficient, especially for tourists to make souvenirs and take home. And several consumer complaints found on the Toko Roti Ganda website also state that they have not been able to meet the desired expectations of consumers either through physical evidence, for example, "The employees and staff at Roti Ganda are not friendly, and the product packaging is not creative enough, especially "For packing souvenirs out of town, it's not very attractive, especially since Ganda is already well-known in many cities in Indonesia" and complaints about other responsiveness such as "Unsatisfactory customer service, seems arrogant and less responsive in serving customers at the same time." As can be seen from existing complaints, complaints from consumers regarding the services provided by Toko Roti Ganda illustrate the level of consumer satisfaction with the services offered to consumers.

Complaints are a form of consumer attention to a company that has an impact on improving its services. And a form of communication that contains the inconsistencies felt by consumers who receive services or products. Complaints that are controlling in nature regarding the products or services offered to consumers are really needed. This will produce important information, so that companies can improve and increase what is needed or what consumers want. Service quality is one of the main keys to success. This agrees with the opinion of service quality according to (Tjiptono 2019) that service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. According to (Kaihatu, 2015), the higher the service quality, the higher the customer satisfaction. Service quality influences customer satisfaction, because it provides encouragement to customers

to have strong ties with the company. Service quality is everything that is able to fulfill customer desires or needs (Sinambela, 2018). The services that must be provided to consumers, for example, serve customers in a friendly, fast and precise manner, courtesy towards customers, ability and reliability to provide reliable service so that customers feel satisfied with the service provided by a company.

Customers will evaluate the service provided by a company by comparing it with other similar companies and by comparing the service received with the service they expect regarding conditions in accordance with customer expectations. If the quality of service received is higher than expected, then the service quality is perceived will be satisfying. If the quality of service is the same as what is expected, then the quality is perceived as ideal quality. On the other hand, if the quality of service received is lower than what was expected, then the quality of the service is perceived as poor quality and can be a problem for the company in the long term. Therefore, good or bad service quality depends on the service provider's ability to consistently meet consumer expectations. With complaints from consumers, companies can improve the services provided or the services offered to consumers. The lower the complaints that the company can control and handle, the higher the satisfaction that consumers can feel. Complaints from consumers are communication between the company and consumers where these complaints are suggestions from consumers so that Ganda Bakery can continue to survive and compete against other bakeries and remain a legendary bakery.

2. IMPLEMENTATION METHOD

This research was conducted on consumers at the Double Bakery shop in Pematangsiantar. The focus of this research involves people who buy from double bakeries using variables such as reliability, responsiveness, guarantee, emotion and physical evidence to analyze their impact on consumer satisfaction at double bakeries in Pematangsiantar. The population used in this research is double bakery consumers. To obtain a sample that can represent the population, use a non-probability sampling method and the sampling method in this research is Accidental Sampling. In this research, the author uses the Hair formula to determine the appropriate sample size. According to Hair et al. (2014), when the sample size is too large, such as 400 respondents, this method becomes too sensitive, making it difficult to achieve good agreement. It is recommended that a minimum sample size of approximately 5 to 10 observations per estimated parameter is adequate. A sample size that is too large can also hinder obtaining a suitable model. Therefore, the sample size is at least 5 times the number of indicators, while the indicators in this study are 26 indicators $\times 5 = 130$. So in this study the number of samples used was 130 respondents. The technique used in this research is multiple linear regression analysis which aims to determine the influence of the variables reliability, responsiveness, guarantee, empathy and physical evidence on the dependent variable, namely consumer satisfaction. This analysis was processed using SPSS version 25. The multiple linear regression equation used in this research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The outcomes of the partial regression analysis in this study are presented in the following table:

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Table 1. Results Partial Regression Analysis

Variable	Unstandardized Coefficient		Standardized Coefficient Beta	t	Sig.
	B	Std. Error			
(Constant)	4.147	1,571		2,640	0,000
Reliability	0,113	0,110	0,082	1,027	0,307
Responsivennes	0,178	0,163	0,090	1,089	0,278
Assurance	0,090	0,152	0,051	0,594	0,554
Emphaty	0,897	0,181	0,454	4,970	0,000
Physical Evidence	0,322	0,140	0,194	2,292	0,024

Source: Data Processed (2023)

Based on the results of the partial regression analysis in the table above, the following conclusions were drawn:

1. The variable "reliability" obtained a significant value of 0.307, which is bigger than the set significance level of 0.05 ($0.307 > 0.05$), with a coefficient value of 0.113. Hence, it can be inferred that reliability has a positive but not significant influence on consumer satisfaction, therefore the hypothesis states that reliability has a significant influence on consumer satisfaction at the Ganda Bakery in Pematangsiantar (H1 is rejected)
2. The variable "responsivennes" obtained a significant value of 0.278, which is bigger than the set significance level of 0.05 ($0.278 > 0.05$), with a coefficient value of 0.178. Hence, it can be inferred that reliability has a positive but not significant influence on consumer satisfaction, therefore the hypothesis states that responsivennes has a significant influence on consumer satisfaction at the Ganda Bakery in Pematangsiantar (H2 is rejected)
3. The variable "assurance" obtained a significant value of 0.554, which is bigger than the set significance level of 0.05 ($0.554 > 0.05$), with a coefficient value of 0.090. Hence, it can be inferred that assurance has a positive but not significant influence on consumer satisfaction, therefore the hypothesis states that reliability has a significant influence on consumer satisfaction at the Ganda Bakery in Pematangsiantar (H3 is rejected)
4. The variable "emphaty" obtained a significant value of 0.000, which is smaller than the set significance level of 0.05 ($0.000 < 0.05$), with a coefficient value of 0.897. Therefore, it can be concluded that emphaty has a positive and significant influence on consumer satisfaction. Consequently, the hypothesis stating that emphaty significantly influence on consumer satisfaction at the Ganda Bakery in Pematangsiantar (H4 accepted).
5. The variable "physical evidence" obtained a significant value of 0.024, which is smaller than the set significance level of 0.05 ($0.024 < 0.05$), with a coefficient value of 0.322. Therefore, it can be concluded that physical evidence has a positive and significant influence on consumer satisfaction. Consequently, the hypothesis stating that physical evidence significantly influence on consumer satisfaction at the Ganda Bakery in Pematangsiantar (H5 accepted).

The coefficient of determination test aims to measure how well the model can explain the variation in the dependent variable. The coefficient of determination values range from 0 to 1, with classifications as follows: 0 (no correlation), 00 - 0.25 (very low correlation), 0.25 – 0.50 (sufficient correlation), 0.50 – 0.75 (strong correlation), 0.75 – 0.99 (very strong correlation) and 1.00 (perfect correlation). A low coefficient of determination implies that the independent variables' ability to explain the dependent variable is highly limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table:

Table 2. Result Coefficient of Determination Test

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of The Estimate</i>
1	0,745	0,555	0,537	2,71375

Source: Data Processed (2023)

The results from the coefficient of determination test in the table above indicate that the obtained adjusted R-squared value is 0.537. This suggests that consumer satisfaction at the Ganda Bakery in Pematangsiantar is influenced by reliability, responsiveness, assurance, empathy, and physical evidence accounting for approximately 53.7%. The remaining 46.3% of the consumer satisfaction at the Ganda Bakery in Pematangsiantar is influenced by other variables not utilized in this study. Hence, it can be concluded that these results exhibit a weak correlation as they fall within the range of 0.50 – 0.75 (strong correlation). The multiple linear regression analysis in this study was employed to determine the extent to which the variables of reliability, responsiveness, assurance, empathy and physical evidence influence the consumer satisfaction at the Ganda Bakery in Pematangsiantar. Based on the findings of the conducted research, the obtained equation for multiple linear regression is as follows:

$$Y = 4,147 + 0,113X_1 + 0,178X_2 + 0,090X_3 + 0,897X_4 + 0,322X_5$$

Based on the results derived from the multiple linear regression equation above, the outcomes are outlined as follows:

1. The reliability variable obtained a coefficient value of 0.113 which shows an increase in reliability line with increased consumer satisfaction at the Ganda Bakery in Pematangsiantar.
2. The responsiveness variable obtained a coefficient value of 0.178 which shows an increase in responsiveness in line with increased consumer satisfaction at the Ganda Bakery in Pematangsiantar.
3. The assurance variable obtained a coefficient value of 0.090 which shows an increase in assurance line with increased consumer satisfaction at the Ganda Bakery in Pematangsiantar.
4. The empathy variable obtained a coefficient value of 0.897 which shows an increase in empathy line with increased consumer satisfaction at the Ganda Bakery in Pematangsiantar.
5. The physical evidence variable obtained a coefficient value of 0.113 which shows an increase in physical evidence in line with increased consumer satisfaction at the Ganda Bakery in Pematangsiantar.

Based on research conducted regarding the influence of service quality on consumer satisfaction at the Ganda Bakery in Pematangsiantar, the findings revealed that the variable that had the highest impact was empathy at 0.897. while the variable with the smallest influence is guarantee of 0.090.

3.2 Discussion

The Influence Of Reliability On Consumer Satisfaction

Based on the research results, the reliability variable shows a higher value than the significance level used, coupled with a positive coefficient value. Therefore, it can be concluded that reliability does not have a significant effect on consumer satisfaction. Therefore, the hypothesis which states that reliability has a positive and significant effect on consumer satisfaction at the Ganda Bakery in Pematangsiantar is rejected (H1 is rejected).

The findings of this research are in line with previous research conducted by (Fatona, 2018; Mulyapradana et al., 2020) and (Novitawati et al., 2019) which did not have a significant effect on customer satisfaction. Both of which concluded that reliability was not significant on consumer satisfaction.

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The Influence Of Responsivennes On Consumer Satisfaction

Based on the research results, the responsiveness variable shows a higher value than the significance level used, coupled with a positive coefficient value. Therefore, it can be concluded that responsiveness does not have a significant effect on consumer satisfaction. Therefore, the hypothesis which states that responsiveness has a positive and significant effect on consumer satisfaction at the Ganda Bakery in Pematangsiantar is rejected (H2 is rejected). The findings of this research are in line with previous research conducted by (Djatola & Hilal, 2023) and (Novitawati et al., 2019) which did not have a significant effect on customer satisfaction. Both of which concluded that responsiveness was not significant on consumer satisfaction.

The Influence Of Assurance On Consumer Satisfaction

Based on the research results, the assurance variable shows a higher value than the significance level used, coupled with a positive coefficient value. Therefore, it can be concluded that assurance does not have a significant effect on consumer satisfaction. Therefore, the hypothesis which states that assurance has a positive and significant effect on consumer satisfaction at the Ganda Bakery in Pematangsiantar is rejected (H3 is rejected). The findings of this research are in line with previous research conducted by (Mulyapradana et al., 2020) and (Nitjano, 2020) which did not have a significant effect on customer satisfaction. Both of which concluded that assurance was not significant on consumer satisfaction.

The Influence Of Emphaty On Consumer Satisfaction

Based on the research results, the empathy variable shows a value that is much lower than the significance level used, coupled with a positive coefficient value. Therefore, it can be concluded that empathy has a significant and positive effect on consumer satisfaction. Therefore, the hypothesis which states that empathy has a positive and significant effect on consumer satisfaction at the Ganda Bakery in Pematangsiantar is accepted (H4 is accepted). The findings of this research are in line with previous research conducted by (Aryani & Rosinta, 2017; Veronica, 2017) which found that empathy has a significant and positive effect on consumer satisfaction.

The Influence Of Physical Evidence On Consumer Satisfaction

Based on the research results, the physical evidence variable shows a value that is much lower than the significance level used, coupled with a positive coefficient value. Therefore, it can be concluded that physical evidence has a significant and positive effect on consumer satisfaction. Therefore, the hypothesis which states that physical evidence has a positive and significant effect on consumer satisfaction at the Ganda Bakery in Pematangsiantar is accepted (H4 is accepted). The findings of this research are in line with previous research conducted by (Murni et al., 2022). which found that empathy has a significant and positive effect on consumer satisfaction.

4. CONCLUSION

The research results show that empathy and physical evidence partially have a positive and significant effect on customer satisfaction at Double Bakery in Pematangsiantar. This is proven by obtaining positive coefficients for all independent variables, coupled with a significance value that is lower than the significance level used. Meanwhile, reliability, responsiveness and guarantee have no partial effect.

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