

Understanding Customer Satisfaction: Evaluating Product Quality And Marketing Mix of Koffee Talk At Radja Hotel Semarang

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Informasi Artikel	Abstract
E-ISSN : 3026-6874 Vol: 2 No: 5 Mei 2024 Halaman : 118-125	The research was carried out at Koffee Talk, which is located inside the Radja Hotel Semarang. The purpose of the study was to evaluate and explain the influence that the quality of service and marketing mix had on the level of satisfaction experienced by customers. Questions and answers are gathered via the use of questionnaires. Participants in the research totaled 96 individuals. It is anticipated that the findings of the study would be beneficial to both management and customers. Customer happiness is impacted by both the quality of the service and the marketing mix. The findings of the double regression analysis demonstrate the impact of independent factors on dependent variables, as well as the validity and rehabilitation tests, as well as the testing of hypotheses. It is clear that in order to achieve higher levels of customer satisfaction, a combination of marketing and service is required.
Keywords: <i>Customer Satisfaction, Product Quality, Marketing Mix</i>	

Abstrak

Penelitian ini dilakukan di Koffee Talk, yang terletak di dalam Radja Hotel Semarang. Tujuan dari penelitian ini adalah untuk mengevaluasi dan menjelaskan pengaruh kualitas layanan dan campuran pemasaran pada tingkat kepuasan pelanggan. Pertanyaan dan jawaban dikumpulkan melalui penggunaan kuesioner. Penelitian ini melibatkan 96 orang. Diperkirakan bahwa temuan penelitian akan bermanfaat bagi manajemen dan pelanggan. Kebahagiaan pelanggan dipengaruhi oleh kualitas layanan dan campuran pemasaran. Hasil analisis regresi ganda menunjukkan dampak faktor independen pada variabel tergantung, serta tes validitas dan rehabilitasi, serta pengujian hipotesis. Jelas bahwa untuk mencapai tingkat kepuasan pelanggan yang lebih tinggi, kombinasi pemasaran dan layanan diperlukan.

Kata Kunci : Kepuasan konsumen, Kualitas produk, Bauran pemasaran

INTRODUCTION

When it comes to achieving customer satisfaction, it is necessary to have a comprehensive understanding of client expectations. These expectations may be broken down into two categories: intended service expectations and perceived service expectations (Adhistyo et al., 2021; Almsary, 2018). The satisfaction of customers, the development of the company's reputation, and the improvement of the company's reputation may all be accomplished on the basis of meeting or exceeding the expectations of customers. In the realm of marketing, one of the most important components is known as the Marketing Mix. There are a total of seven components that make up this idea: the product, the pricing, the location, the marketing, the people, the physical means, and the process (Akbar, 2021). The success of a corporation is contingent upon having the ability to provide more value for its customers via the use of innovative products, competitive pricing, strategic positioning, effective marketing, trained staff, supporting infrastructure, and efficient transactional processes (Adirestuty, 2019). Organizations that are successful are considered to be skilled in the generation of value by producing products that are better, more attractive, and more tailored to fulfill the wants of their customers. Facilitating the construction of a good company image and achieving success in the face of intense competition may be accomplished via the capability of grasping and responding to variations in the market, providing exceptional service, and putting an appropriate marketing strategy into action.

Customer happiness is of utmost importance in the commercial realm, requiring a combination of top-notch marketing and service. As previously said, achieving optimum product quality is directly tied to meeting consumer expectations. By accurately discerning client preferences and delivering services that align with customer expectations, a firm may enhance levels of customer satisfaction. The marketing mix, commonly referred to as the 4Ps of marketing, encompasses a range of elements such as goods, pricing, distribution, promotion, people, physical evidence, and procedures (Bayrakdaroglu, 2017). Customers may get additional benefits, enhance their understanding of the brand, and experience increased satisfaction. For instance, customers are more likely to be content if a product exhibits superior quality, is offered at a competitive price, is strategically positioned, is effectively marketed, is attended to by competent staff, has accommodating facilities, and is facilitated by an efficient transaction process (Jeaheng, 2020).

The ideal company for achieving overall customer satisfaction is one that successfully integrates excellent product quality with an effective marketing strategy (Abalos et al., 2022; Akhtar et al., 2022). This is because superior product quality is an integral component of the product or service being offered, while a well-planned marketing mix provides a strategic framework for managing the factors that influence customer perception and experience. Therefore, the most superior organizations are those that can effectively integrate top-notch product quality with an appropriate marketing plan (Adhistyo et al., 2021).

Consumer happiness is a crucial component of a company's marketing strategy and has a significant impact on enhancing marketing success (Dewi & Suprapti, 2018; Filieri, 2021). The measurement of customer satisfaction often entails a comparison between the anticipated performance of a product or service and its actual performance. Client happiness has the capacity to create client loyalty (Ali et al., 2018). In the realm of modern marketing, customer happiness is not just dependent on the quality of the product or service provided. It is also influenced by emotions, word-of-mouth recommendations, and other aspects including the company's location and reputation (Ahani, 2019). A crucial factor to consider is the link between the actual performance and the expectations of consumers. Companies must carefully analyze the elements that impact customer happiness, including product quality, emotional considerations, cost, and pricing (Afnina & Hastuti, 2018; Amilia & Novianti, 2016; Arna et al., 2019). By comprehending and fulfilling customer expectations, organizations may establish a foundation of repeat purchases, loyalty, and favorable recommendations that provide long-term benefits for the company.

There is a persistent dissatisfaction among consumers when there is a disparity between what people expect and how they perceive a product or service. The first mistake occurs when the product does not live up to the standards of quality that the customer has set for it. This is followed by a later error that is the result of an insufficient marketing mix, especially in the area of communication. When marketing and operational plans are implemented in an inconsistent manner, it is possible that a third gap may arise (Alnawas, 2019). This is a reference to the disagreement that exists between management and customers. Businesses have a responsibility to ensure that their products meet the quality standards that have been established, that their marketing strategy is in line with the product that they are selling, and that their operations meet the marketing promises that they have made. As a result, it has the potential to reduce the level of dissatisfaction among consumers and increase their level of enjoyment (Ahani, 2019).

The ability of a product to successfully carry out the functions for which it was designed is what is meant by the term "product quality" (Abshor et al., 2018; Aditi & Hermansyur, 2018; Afnina & Hastuti, 2018). The product has these characteristics: accuracy, durability, reliability, ease of use, and maintenance. These are the attributes that are incorporated in the product. Furthermore, it improves upon this process by using product characteristic components from a variety of marketing, manufacturing engineering, and maintenance elements in order to build goods that are capable of satisfying the needs of an individual customer. Customers are given with products, whether they are physical or intangible, in order to satisfy their needs and aspirations. Products are referred to as services (Adirestuty, 2019; Aditia et al., 2020; Amilia, 2017). The potential of a product to meet or exceed the expectations of consumers by providing the results that are intended is what is meant by the term

"product quality." The quality of a product may be evaluated based on a variety of indicators, including its dependability, durability, and conformity with established standards. Product quality management plays a significant part in guaranteeing the satisfaction of customers by avoiding the dissatisfaction that may be brought on by products that do not live up to the expectations of the customers (Calveras, 2018; Filieri, 2021).

In hotel industry, marketing mix doing the importance role. The marketing mix has four primary elements: product, price, place, and promotion (Adhaghassani, 2016; Agustine & Sulistiadi, 2019; Sulistiani, 2016). Businesses must effectively oversee the many elements of their products by strategically designing and creating the appropriate goods or services for the market (Khalayleh, 2022). This involves modifying or improving a current product by including actions or features that bring about alterations to a product or service. In marketing, the price of a product or service is the value at which it is exchanged in a certain currency (Anwar, 2022; Bayrakdaroglu, 2017). Consumer perception of the product's worth is crucial for determining the appropriate pricing, which plays a significant role in the purchasing decision (Ernawati, 2019).

Place is a crucial factor in marketing that encompasses the availability of products in sufficient numbers. All items that need to be released or are currently in circulation must be located at the designated place and time (Edward et al., 2018). Promotion is the deliberate process of educating prospective customers about the benefits of a product and persuading them to make a purchase. The significance of the marketing mix lies in the effective incorporation of these four components. The marketing mix remains a crucial element in developing marketing strategies, as it pertains to customer focus and value generation. In order to achieve marketing objectives, it is essential for the various components of the marketing mix to collaborate harmoniously (Aramendia-Muneta, 2021; Digiorgio, 2016).

Koffee Talk at Radja Hotel is a component of the hotel that provides a comfortable and modern atmosphere for its guests. You may choose from a wide variety of menu items at Koffee Talk, which includes beverages such as coffee, tea, juice, and smoothies, in addition to snacks and substantial meals. Furthermore, the café offers a selection of mouthwatering snacks as well as substantial meals, such as pizza, spaghetti, and sandwiches, among other options. Despite this, there are persistent complaints from customers expressing their discontent with the things they have gotten since they do not live up to the expectations of the customers. When viewed from a marketing point of view, it is clear that the product is still unable to successfully connect with the audience that was meant to be its target demographic. As a consequence of this, the marketing activities often fail to achieve their intended purpose.

The purpose of this research is to investigate and analyze the manner in which customers evaluate the quality of the products that they purchase, as well as the ways in which different aspects of the marketing mix, such as products, prices, locations, promotions, personnel, physical facilities, and processes, influence the degree to which customers are satisfied with Koffee Talk, which is located within the Radja Hotel.

METHOD

This technique is specifically developed to address the defined issues, accomplish the goals, and test the hypotheses. The research methodology used in this study is a quantitative approach that aims to gather factual and precise data. It involves selecting a sample of respondents from Radja Hotel and obtaining their feedback on product quality and marketing mix in relation to customer satisfaction. This study employs regression and correlation analysis, which involves examining the relationship between two or more variables by plotting a trend line. Correlation is a statistical method used to determine the presence of a link between a dependent variable Y and an independent variable X in a certain activity. Regression is a statistical analysis method used to examine the connection or impact between variables. It allows for the estimation of the value of one variable based on the known value of another variable.

The sample in this research consisted of the consumers that visited the Radja Hotel. The method was used to calculate the requisite number of samples, resulting in a total of 96 respondents. In order

to assess the credibility of this research, factor analysis is conducted using SPSS 20.0 for Windows. This is done to assess the degree to which each variable accurately measures the intended idea. Validity tests are conducted to confirm the accuracy and precision of the measurement of the research variable. The Cronbach alpha formula is used to assess the reliability of measurement devices over several times using rehabilitation testing. Assessing the degree to which a measuring instrument can consistently give data when used on diverse respondents is helpful.

The relationship between the marketing mix (X2) and product quality (X1) on customer satisfaction (Y) is assessed using double linear regression analysis. This technique allows us to determine the extent to which a free variable influences a constrained variable. The ANOVA test is used to concurrently assess several hypotheses. It quantifies the magnitude of the impact of variables X1 to X2 on variables Y. The determination coefficient is used to evaluate the model's ability to elucidate the linear correlation between variables. It quantifies the proportion of variation in the dependent variable (Y) that can be accounted for by changes in the independent variable X. The t-test is often used to assess the influence of each X variable, namely X1 and X2, on the Y variable.

RESULTS AND DISCUSSION

The analysis findings indicate that customer happiness is influenced by the quality of Koffee Talk goods and marketing strategies at Radja Hotel. The influence of product quality on customer satisfaction was examined at Koffee Talk at Radja Hotel, revealing a noteworthy and positive correlation between the two variables (Tabel 1. 1 Regresion analisis). The test statistic value of 8,263, with a significance level of $0,000 < 0,05$, suggests that there is a substantial relationship between increased product quality and improved customer satisfaction. The enhanced product quality, including the appropriateness of the items and their components, enhances customers' impression of Koffee Talk at Radja Hotel, making it a delightful and gratifying establishment. The influence of the marketing mix on customer satisfaction: The marketing mix factors, including items, pricing, locations, and promotions, have a favorable and substantial influence on consumer satisfaction at Koffee Talk inside Radja Hotel.

Improved marketing mix quality has been shown to have a significant positive impact on customer satisfaction, as indicated by a trial-t value of 3,539 and a significance level of 0.001, which is lower than the standard threshold of 0.05. Consumer appeal and contentment may be heightened by the provision of superior items, precise pricing, clever placements, and impactful marketing campaigns. The impact of product quality and joint marketing mix on customer satisfaction: The F-Test result of 194.203, with a significance level of $0.000 < 0.05$, indicates that the combination of these two variables significantly contributes to enhancing customer satisfaction at Koffee Talk at Radja Hotel. In such circumstances, Koffee talk at the Radja hotel may enhance customer happiness and create a favorable brand image by using marketing techniques that integrate product quality and marketing mix. Key factors that have the greatest impact on customer satisfaction: The variable of product quality had the greatest impact on customer satisfaction at Koffee Talk at Radja Hotel, out of the two factors that were examined.

The efficacy of Koffee Talk at Radja Hotel in delivering excellent service is important in attracting and maintaining clients. Cafes may cultivate a robust rapport with clients and foster enduring loyalty by delivering a favorable service experience.

Tabel 1. 1 Regresion analisis

Koefisien	B	Beta	T	Sig t
Kualitas Produk	0,805	0,654	8,263	0,000
Bauran Pemasaran	0,367	0,280	3,539	0,001
F				194,203

Sig F	0,000
R ²	0,807

According to the results of the investigation, the combination of marketing methods and product quality at Koffee Talk at Radja Hotel had a significant and positive impact on the level of satisfaction experienced by customers. This result has given rise to a number of different points of disagreement, one of which being the significance of product quality.

According to studies, the quality of the product has a significant influence on the degree to which customers are satisfied with the product. There is a possibility that a disagreement may arise about the relevance of product quality. Elements such as price and promotions may have a major influence on the number of customers that are drawn to a business (Ali, 2016). There is a possibility that these disputes may provoke thought about the ideal marketing strategies and how they work together. Within the context of demonstrating the relevance of the marketing mix: According to the findings of research on marketing mix, the combination of elements such as commodities, prices, locations, and promotions has the potential to increase the level of satisfaction experienced by customers (Hilal, 2019; Yin, 2022). Discussions have the potential to flourish when there is a perfect equilibrium between all of the components that make up the marketing package.

The dominance of some characteristics may be greater than that of others. If we just focus on one particular component, is there a more efficient way to guarantee that the customer is satisfied with the service they receive? If the results of the F-test suggest that there is a substantial link between product quality and marketing mix, then there is a risk that disagreements may arise over the factors that have the most significant or prevalent impact on customer satisfaction. During this discussion, we will investigate the relevance of the integrity of marketing strategies in terms of increasing the satisfaction of consumers. As a result of the discovery that product quality is the key factor, there is a debate on whether or not improving product quality on its own is sufficient, or whether or not other comprehensive techniques, such as the marketing mix, are required in order to achieve the desired degree of success (Dewi Hendriyani et al., 2017).

There is a possibility that this revelation will have a significant strategic impact on Koffee Talk. One of the strategic measures that is considered to be effective in increasing customer satisfaction and appeal is to place an emphasis on the increase of product quality and the optimization of marketing techniques. However, there is space for debate over the extent to which these findings may be generally applied to other cafés, as well as the degree to which the unique characteristics of Koffee Talk may have an influence on these results. Within a more comprehensive business context, the results may be examined.

CONCLUSION

An examination of the data from the research demonstrates that there is a significant connection between the quality of the product, the marketing mix, and the level of customer happiness at Koffee Talk, which is located inside the Radja Hotel. According to the findings of research, the quality of the product is the aspect that has the most significant impact on the level of satisfaction experienced by customers. It has been shown via research that the presence of excellent service characteristics, such as promptness, friendliness, and efficacy, has a considerable impact on the degree to which customers are satisfied with the service they get. Alternately, an increase in customer satisfaction may be attributed to a mix of marketing strategies that include items, pricing, distribution, and promotional activities. This is an alternative explanation.

This demonstrates how important it is to have a marketing plan that covers all aspects of the business. When taken into consideration jointly, the combination of marketing techniques and product quality results in an increase in customer satisfaction that is synergistic. It has been shown via research

that marketing strategies that successfully combine aspects of the marketing mix with product quality have the potential to accomplish both the construction of a favorable image and the fulfillment of the expectations of the consumer. As a consequence of this, cafes are required to continually enhance the quality of their goods and develop extensive marketing strategies in order to guarantee that they satisfy all of the requirements that their customers have.

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