The Influence of Product and Service Quality on Consumer Satisfaction and Consumer Loyalty in Water Packaging Company Marshof Brand at CV. Tirta Alam Raya Banyuwangi

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Abstract

This research is intended to know the effect of product and service quality to customer satisfaction and loyalty on Marshof bottled water product (AMDK). This research use quantitative research through explanatory research because data obtained from the number then the number will be analyzed. Data sources in this research is primary data obtained through a questionnaire and secondary data included from the articles, journals, and books. The population this research are AMDK Customer on Marshof CV. Tirta Alam Raya. The sample taken from a customer who ever buy, consume, and repurchase AMDK Marshof. The data was collected by distributing 140 questionnaires to AMDK Marshof consumers. The results of hypothesis testing using AMOS 22 software, found results that there are five accepted hypothesis. Based on these results, it can be concluded that quality product and service influence to consumer satisfaction also loyalty. The results showed that in the variable of product quality, reliability indicator which represented by dimension of product seal strength has the lowest average, therefore CV. Tirta Alam Raya needs to improve the product quality of seals to get a good quality product image. The service quality variable also needs to be improved in the dimension of service alertness and handling of consumer complaints in order to get consumer satisfaction and loyalty.

Keywords: product quality, service quality, consumer satisfaction, consumer loyalty, AMDK.

1. Introduction

1.1 Background of the study

The growing of bottle water industry (AMDK), competition within industry is very competitive. Every company is required to more careful in providing consumer needs. The existences of competitive competition, the consumer will attention the company who can give the value in product quality and the services. The product quality is a thing that is offered to the market to satisfy a desire or needs, included goods, services, experience, event, people, place, property, organization, information and ideas.

Quality product and good services influence the consumer's satisfaction and loyalty. The company that can maintain the customer's satisfaction and loyalty can survive in the market. This shows that customer's satisfaction and loyalty is the goal that every company wants to achieve. If consumers are satisfied and loyal to the company's products then certainly the company can get big profits.

Over time CV. Tirta Alam Raya has decreased customers, which can be caused by decreasing customer satisfaction and loyalty. This is will ensure in a decrease in sales. Decrease percentage of the consumers number is expected continue to occur when the CV. Tirta Alam Raya does not take strategic steps to anticipate it. Party of CV. Tirta Alam Raya must be able to maintain and improve the marketing performance, for the profitability of the company in the future. It is need a serious understanding of the CV. Tirta Alam Raya toward the factors that influence the growth of sales volume, to continuously improve it in order to maintain and increase consumer loyalty.

The result of this research is expected to be input for CV. Tirta Alam Raya in facing the problems related to customer satisfaction and loyalty so that, the result can build the better value of company in consumer and can increase the product sales.

1.2 Problem of the study

1. The effect of product and service quality to customer satisfaction and loyalty on Marshof bottled water product (AMDK)?

2. Review of Literature

(Kotler, 2005: 259)The explanation above concluded that product quality has an important role because it is a first thing consumers assess and make an experience that can attract potential consumers if they feel satisfied with the product. Services quality based on the efforts to fulfill the needs and desires of consumer and accuracy of delivery to balance consumer expectations. Sugiarto (2003: 39) stated that services quality is a level of superiority expected and control the superiority level to fulfill the consumer needs. The consumer's expectations based on the information, private needs, past experience, and external communications (advertisement and the other forms of corporate promotions). The factors above have a relation with the consumer satisfaction. These factors encourage consumer to establish strong relation with the company. Meanwhile, the company has a chance to know the consumer's need and expectation. Kotler (2005: 10) argued that the consumer satisfaction is the level which perceived performance of the product will appropriate with consumer's expectation. The ability of the company to understand the consumers needs by providing quality products and services to be one useful way in increasing the number of consumers for the company.

Yi (2000) defines that consumer satisfaction is consumer evaluation or consumer perception of a product after using it whereby the product can have different value from the consumer expectation or from the product presentation. The Consumer satisfaction will influence consumer decisions for subsequent purchases, in addition, satisfied consumers will voluntarily to promote the products to others.

Consumer's satisfaction can determine the consumer's loyalty to the product. Consumer's loyalty means building long-term relation with the consumers. Akbar and Parvez (2009) mentioned that consumer loyalty as a consumer mindset in which consumers show a good response on the company's products, willing to buy back the product, and willing to recommend the product or service to others. Halim, et al. (2014) explains the loyal customers will refuse to use products from the competitor companies so that the product gets brand loyalty.

The research used by Abu Umair (2014) about the factors which influence the consumer's satisfaction for Nokia brand in Pakistan get a result that product quality have a significant influence toward consumer's satisfaction. Similarly, service quality variables have a significant influence toward the consumer's satisfaction such as in the result of Fonseca research (2010). This is supported by the research conducted by Yang and Peterson (2004) who said that quality product and service influence on consumer satisfaction and loyalty. This research also adds to the hypothesis stated that quality product and service have a significant direct effect on consumer loyalty. Mosahab (2010) and Gustaffasson (2006) obtained the results that quality product and service has a significant influence on consumer loyalty.

The research conducted by Aryani (2010) and Kresnamurti (2011) get the result that service quality does not have a significant influence on consumer loyalty, because the loyalty more influenced by other factor such as cheaper price. The result of Qomariah research (2012) stated that service quality does not influence on satisfaction and loyalty, and the research conducted by Yesenia and Edward (2014) stated that service quality does not have influence on consumer satisfaction however they have positive influences on consumer loyalty. Based on the results of previous research there is difference opinion regarding the effect of quality product and service on consumer satisfaction and loyalty so that cause research gap that encourages the research.

Over time CV. Tirta Alam Raya has decreased customers, which can be caused by decreasing customer satisfaction and loyalty. This is will ensure in a decrease in sales. Decrease percentage of the consumers number is expected continue to occur when the CV. Tirta Alam Raya does not take strategic steps to anticipate it. Party of CV. Tirta Alam Raya must be able to maintain and improve the marketing performance, for the profitability of the company in the future. It is need a serious understanding of the CV. Tirta Alam Raya toward the factors that influence the growth of sales volume, to continuously improve it in order to maintain and increase consumer loyalty.

The result of this research is expected to be input for CV. Tirta Alam Raya in facing the problems related to customer satisfaction and loyalty so that, the result can build the better value of company in consumer and can increase the product sales.

3. Research Methodology

3.1 Research Design

This research use quantitative research with explanatory approach. Anshori and Iswati (2009: 14) stated that quantitative research is a research method that aims to quantify data and use statistical analysis. The reason use type of quantitative research because this research has a hypothesis to be tested further. According Ferdinand (2006: 36) explanatory research is research that aims to analyze the relationships

between one variable with other variables or how a variable affects other variables. If viewed in terms of level eksplanasi hence this research included in associative research. Associative research is a research conducted to know the relationships between two variables or more and the result can used to build a theory which has the function to explain, to prediction, and control a symptom (Anshori and Iswati, 2009:13). The subject in this

research is AMDK products in CV. Tirta Alam Raya with the research object that is product quality, service quality, consumer's satisfaction and loyalty. This research has a analysis unit, namely AMDK Marshof.

3.2 Object of the research
This research takes CV. Tirta Alam Raya as a research object. CV. Tirta Alam Raya has built the factory in Rogojampi-Banyuwangi, East Java in 2004. Like mostly AMDK companies, CV. Tirta Alam Raya produces AMDK in 19 liters of gallon packaging, 240 ml glass, 600 ml bottle, and 1,500 ml bottle under the trademark name "Marshof". These measures are in accordance with the Indonesian National Standard and the Standard of POM of the Ministry of Health of the Republic of Indonesia. Marketing area designated by CV. Tirta Alam Raya is in the Karesidenan Besuki area, namely Banyuwangi, Bondowoso, Jember, and Situbondo. If for the region has been stable sales, then CV. Tirta Alam Raya will expand the product marketing to all areas of East Java and Bali.

3.3 Type and Data Sources
In this research, the researcher uses quantitative research, because the data obtained in the form of the numbers. From the number obtained will be analyzed further in the data analysis. This research consists of three variables, namely product quality and service quality as independent variable, consumer loyalty as dependent variable, and consumer satisfaction as intervening variable. The data source is anything that can provide information about the data. Based on the source, the data are divided into two types, namely primary data and secondary data. Data sources used in this research are primary data obtained through the spread of questionnaires and secondary data includes information from articles, journals and books.

3.4 Population and Sample
Population in this research is consumer of AMDK Marshof CV. Tirta Alam Raya located in Karesidenan Besuki, namely regency of Banyuwangi, Bondowoso, Jember, and Situbondo. The measurement in this research uses the opinion of Ferdinand (2002: 48) which mentioned that the sample size guidelines are 5-10 times of parameters number or indicators that are estimated. From the formula can be concluded that in this research the minimal samples taken is the consumer with the criteria; consumers who ever buy, consume, and re-purchase AMDK Marshof.

4.   Finding and Discussion
4.1 Respondent Characteristic

Table 1. Respondent Characteristic

No	Categories	Selection	Total	Percentage
1	Gender	Male	92	65,71
		Female	48	34,29
2	Age	16-25 years	32	22,86
		26-35 years	65	46,43
		36-45 years	31	22,14
		46-55 years	10	7,14
		>56 years	2	1,43
3	Job status	Private employee	57	40,71
		Civil Servants/Police/State-owned corporation/regional-owned corporation	10	7,14
		Housewife	44	31,43
		Student	2	1,43
		Teacher	1	0,71
		Businessman	20	14,29
		other	6	4,29
4	Consumer period	<6 month	27	19,29
		6-12 month	24	17,14
		>1 years	89	63,57
5	Consumer Complaint	Never	130	92,86
		Ever	10	7,14

4.2 Questionnaire Test
4.2.1 Validity Test

Table 2 Validity Test Result

No	Variable	Indicator	Estimate (Loading Factor)	Explanation
1	Product Quality	X1.1.1	0,867	Valid
		X1.2.1	0,873	Valid
		X1.2.2	0,798	Valid
		X1.3.1	0,831	Valid
		X1.3.2	0,774	Valid
		X1.4.1	0,897	Valid
		X1.5.1	0,891	Valid
		X1.6.1	0,685	Valid
		X1.6.2	0,872	Valid
		X1.7.1	0,881	Valid
		X1.7.2	0,854	Valid
2	Service Quality	X2.1.1	0,867	Valid
		X2.1.2	0,777	Valid
		X2.2.1	0,825	Valid
		X2.3.1	0,875	Valid
		X2.3.1	0,788	Valid
		X2.4.1	0,842	Valid
		X2.4.2	0,792	Valid
		X2.5.1	0,873	Valid
3	Consumer Satisfaction	Y.1.1.1	0,882	Valid
		Y1.2.1	0,795	Valid
		Y1.3.1	0,897	Valid
4	Consumer Loyalty	Y2.1.1	0,787	Valid
		Y2.2.1	0,818	Valid
		Y2.2.2	0,871	Valid
		Y2.3.1	0,748	Valid
		Y2.3.2	0,850	Valid
		Y2.4.1	0,861	Valid

Sumber: Result the SPSS data 23.0 for Windows

Validity test is calculated by comparing the correlated item-total correlation with r value of table, if r counts > from r table (at 5% significance level) then the statement is valid. Test results are stated as follows: In this research the total of samples is 140, then the magnitude df = 138 (N-2) with significance level for two-way test of 5%. All indicators in this research can be said to be valid.

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.2.2 Reliability Test

Table 3 Reliability Test Results Each Variables

No	Variable	Indicator	Loading Factor (λ)	λ^2	$1-\lambda^2$	Construct Realibility	Explanation
1	Product Quality	X1.1.1	0,867	0,752	0,248	0,740	Reliable
		X1.2.1	0,873	0,762	0,238		
		X1.2.2	0,798	0,637	0,363		
		X1.3.1	0,831	0,691	0,309		
		X1.3.2	0,774	0,599	0,401		
		X1.4.1	0,897	0,805	0,195		
		X1.5.1	0,891	0,794	0,206		
		X1.6.1	0,685	0,469	0,531		
		X1.6.2	0,872	0,760	0,240		
		X1.7.1	0,881	0,776	0,224		
		X1.7.2	0,854	0,729	0,271		
		Total	9,223		3,226		
2	Service Quality	X2.1.1	0,867	0,751	0,248	0,728	Reliable
		X2.1.2	0,777	0,603	0,396		
		X2.2.1	0,825	0,680	0,319		
		X2.3.1	0,875	0,765	0,234		
		X2.3.2	0,788	0,620	0,379		
		X2.4.1	0,842	0,708	0,291		
		X2.4.2	0,792	0,627	0,372		
		X2.5.1	0,873	0,762	0,237		
		Total	6,339		2,479		
3	Consumer Satisfaction	Y1.1.1	0,882	0,777	0,222	0,766	Reliable
		Y1.2.1	0,795	0,632	0,367		
		Y1.3.1	0,897	0,804	0,195		
		Total	2,574		0,785		
4	Consumer Loyalty	Y.21.1	0,787	0,619	0,380	0,718	Reliable
		Y2.2.1	0,818	0,669	0,330		
		Y2.2.2	0,871	0,758	0,241		
		Y2.3.1	0,748	0,559	0,440		
		Y2.3.2	0,85	0,722	0,277		
		Y2.4.1	0,861	0,741	0,258		
		Total	4,935		1,929		

Instruments are stated to be reliable when the value > 0,50. This research shows the results that each variable has a value > 0,50, this means the instrument to measure each variable in this research can be said reliable.

4.3 SEM Analysis Test
4.3.1 Normalitas Test

Table 4 Normalitas Test Result

Variable	Min	Max	skew	c.r.	Kurtosis	c.r.
X2.1.1	2.000	5.000	-.378	-1.677	-1.195	-1.919
X2.1.2	3.000	5.000	-.340	-1.507	1.066	1.756
X2.2.1	3.000	5.000	-.169	-.748	0.949	1.860
X2.3.1	4.000	5.000	-.271	-1.203	1.06	1.621
X2.3.2	3.000	5.000	-.484	-2.148	-1.372	-1.824
X2.4.1	3.000	5.000	-.394	-1.746	-1.385	-1.976
X2.4.2	4.000	5.000	-.155	-.687	0.845	1.873
X2.5.1	2.000	5.000	-.284	1.257	0,934	1.583
Y2.4.1	3.000	5.000	-.363	1.609	0.811	1.885
Y2.3.2	3.000	5.000	-.308	1.364	1.055	1.852
Y2.3.1	4.000	5.000	-.512	2.270	-1.296	-2.388
Y2.2.2	4.000	5.000	-.350	1.552	-1.584	-2.416
Y2.2.1	4.000	5.000	-.434	1.924	1.121	1.999
Y2.1.1	3.000	5.000	-.332	1.471	-1.064	-1.873
Y1.1.3	3.000	5.000	-.245	1.088	1.111	2.464
Y1.1.2	3.000	5.000	-.327	1.450	-1.121	-2.485
Y1.1.1	3.000	5.000	-.545	2.416	-1.132	-1.293
X1.1.1	2.000	5.000	-.234	1.036	1.161	2.331
X1.2.1	4.000	5.000	-.209	-.925	1.392	2.355
X1.2.2	2.000	5.000	-.120	-.531	0.799	1.727
X1.3.1	3.000	5.000	-.263	-.964	-1.273	-2.214
X1.3.2	2.000	5.000	-.114	-1.215	0.965	2.328
X1.4.1	4.000	5.000	-.167	-863	0.826	-1.521
X1.5.1	4.000	5.000	-.113	-1531	0.912	-1.377
X1.6.1	4.000	5.000	-.145	-1.518	0.883	2.128
X1.6.2	4.000	5.000	-.173	-774	-1.112	1.424
X1.7.1	4.000	5.000	-.125	1.371	-1.023	1.729
X1.7.2	2.000	5.000	-.156	-1.518	0.961	-2.128
Multivariate					1.793	2.278

Source: Result of SEM AMOS data 22

Evaluation of normality is conducted by using criteria critical ratio skewness value of ± 2.58 at the 0.01 significance level. Can be inferred that the data has a normal distribution if the critical ratio skewness value is under the absolute price 2.58. The result of the data normality output are shown below. From table 4 it can be concluded that all indicators are normally distributed.

4.3.2 Goodness of Fit Test

Table 5 Goodness of Fit Result

No	Criteria	Cut Off Value	Result	Explanation
1	X^2 Chi Square Table	≥ Chi Square Count	116,4	Good
2	sig.prob	≥ 0,05	0,574	Good
3	RMSEA	≤ 0,08	0,056	Good
4	GFI	≥ 0,90	0,973	Good
5	AGFI	≥ 0,90	0,916	Good
6	CMIN/DF	≤ 2,00	1,673	Good
7	TLI	≥ 0,95	0,961	Good
8	CFI	≥ 0,95	0,968	Good

Source: Result of SEM AMOS data 22

Based on the criteria of goodness of fit index, it appears that all criteria have match, so that the whole model is acceptable and is considered valid. Thus the empirical model presented in the form of estimate value, standardized solution and t value have compatibility with theoretical model and can then be followed by testing the structure equation.

4.4 Outlier Evaluation
Based on the multicolinearity test toward the constructor variable indicator, the correlation value between the observed variables is still under the allowed value or still above zero which is 1,734 so that the data is free from multicolinearity and can be continued to the next stage test.

4.5 Multicolinearity Test
The results show that the determinant of sample covariance matrix = 0.365. This value is greater than the number 0.000 so it can be concluded that there is no problem of multicolinearity and singularity in the data being analyzed.

4.6 Hypothesis Test

Table 6 Hypothesis Result

Influence			Estimate	S.E	C.R	P	Label
Loyalty	⟵	Product	.875	.138	6.621	***	par_14
Satisfaction	⟵	Service	.704	.114	1.672	.010	par_23
Loyalty	⟵	Satisfaction	.814	.263	1.289	.012	par_15
Satisfaction	⟵	Product	.859	.237	1.003	.024	par_16
Loyalty	⟵	Service	.773	.181	2.983	.006	par_24

4.7 The Effect of Product Quality on Consumer Satisfaction
The results of quality testing mention that product quality significantly influences to the customer satisfaction in product AMDK brand Marshof CV. Tirta Alam Raya Banyuwangi. It can be seen from path coefficient and positive CR with path coefficient value for product quality variable to consumer satisfaction is equal to 0,859 and CR value generated equal to 1,003, also obtained the probability whose value is smaller than significance level 0,05 that is probability value is 0,024. This case may explain that the product quality variable (X_1) directly affects on consumer satisfaction (Y_1).

4.8 The Influence of Service Quality toward Consumers Satisfaction
The result of quality test stated that service quality have an effect on significant toward consumer satisfaction in product of AMDK brand Marshof CV. Tirta Alam Raya Banyuwangi. It can be seen from path coefficient and positive CR with path coefficient value for service quality variable to work consumer satisfaction is equal to 0,704. CR value generated equal to 1,672, also obtained the probability that value is smaller than significance level 0,05 that is the probability value is 0,010. This case may explain that the service quality variable (X_2) directly affects on consumer satisfaction (Y_1).

4.9 The Effect of Product Quality on Consumer Loyalty
The result of quality test mention that product quality significantly influence to consumer loyalty in product of AMDK brand Marshof CV. Tirta Alam Raya Banyuwangi. It is seen from the path coefficient and positive CR with the value of path coefficient of 0,875 and CR of 6,621 and also obtained the probability is smaller than the significance level 0.05 that is the probability value is 0.000. This may explain that product quality variables (X_1) have a major direct effect on consumer loyalty (Y_2).

5.0 The Influence of Service Quality to the Consumer Loyalty
The result of service quality stated that it is significantly influences to the consumer loyalty in product AMDK brand Marshof CV. Tirta Alam Raya Banyuwangi. It can be seen from path coefficient and positive CR with path coefficient value equal to 0,773 and CR equal 2,983 and also obtained the probability smaller than significance level 0,05 that is the probability value is 0,006. This may explain that the service quality variable (X_2) directly affects to the consumer loyalty (Y_2).

5.1 The Effect of Consumer Satisfaction toward Consumer Loyalty
The results of quality test mention that customer satisfaction has a significant effect on the consumer loyalty in products AMDK brand Marshof CV. Tirta Alam Raya Banyuwangi. It can be seen from path coefficient and

positive CR with path coefficient value of 0,814 and CR of 1,289 and also obtained the probability smaller than significance level 0,05 that is the probability value is 0,012. This may explain that consumer satisfaction variable (Y_1) directly affects to the consumer loyalty (Y_2).

5. Conclusion and Suggestion

5.1 Conclusion

The results of hypothesis using software AMOS 22, found the result that there are five accepted hypothesis. Based on these results, it can be concluded that the product quality variable, service quality influence on customer satisfaction and customer loyalty. Consumer satisfaction also affects to the consumer loyalty. This shows that CV. Tirta Alam Raya needs to pay attention to the products quality and the services to increase consumer satisfaction and gain customer loyalty. The results showed that in the variable of product quality, reliability indicator which represented by dimension of product seal strength has the lowest average, therefore CV. Tirta Alam Raya needs to improve the product quality of seals to get a good quality product image. The service quality variable also needs to be improved in the dimension of service alertness and handling of consumer complaints in order to get consumer satisfaction and loyalty.

5.2 Suggestion

There are some things that should be considered by the next researcher if want to make a similar research or develop and refine this research to support the smooth completion of research, namely:
a. The addition of variables and their measurements if necessary.
b. Can do this research by using other variables to know the influence toward consumer loyalty.

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