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## THE EFFECT OF PRODUCT QUALITY ON CONSUMER SATISFACTION OF DAIRY COW MILK IN KSU KARYA NUGRAHA, KUNINGAN REGENCY

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### ABSTRACT

This study aimed to determine the effect of product quality on consumer satisfaction of dairy cow's milk at KSU Karya Nugraha, Kuningan Regency. The research method used is a descriptive approach with quantitative research methods. The sample used was 96 respondents, who took the sample using the lameshow formula. SPSS V.26 Software for Windows assisted in this research. The results of this study indicate that KSU Karya Nugraha's product quality is good, KSU Work Nugraha's customer satisfaction is reasonable, and product quality influences customer satisfaction at KSU Work Nugraha.

*Keywords:* Dairy, product quality, consumer satisfaction,

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap kepuasan konsumen susu sapi di KSU Karya Nugraha Kabupaten Kuningan. Metode penelitian yang digunakan adalah pendekatan deskriptif dengan metode penelitian kuantitatif. Sampel yang digunakan sebanyak 96 responden, yang diambil sampelnya dengan menggunakan rumus Lameshow. Penelitian ini dibantu dengan Software SPSS V.26 for Windows. Penelitian ini menunjukkan bahwa kualitas produk KSU Karya Nugraha sudah baik, dan kepuasan konsumen terhadap KSU Karya Nugraha sudah cukup baik. Terdapat pengaruh kualitas produk terhadap kepuasan konsumen di KSU Karya Nugraha.

**Kata kunci:** kualitas produk, kepuasan konsumen, susu

### INTRODUCTION

One way consumer satisfaction can be influenced by quality products. According to (Tjiptono, 2019), the quality of a product is a combination of characteristics and characteristics determining so far where the output

can fulfill precondition customer needs or evaluate how much characteristics and characteristics satisfy their needs; quality products have eight factors that are performance, durability, suitable with specifications, features (feature), reliability, aesthetics, perceived

quality, and serviceability. Many studies have related to the influence of quality products on consumer satisfaction. As in research conducted by (Erpurini et al., 2022), there is an influence variable product quality (X1) and service quality (X2) on the Satisfaction Variable Consumer (Y). In line with research conducted by (Aprita et al., 2022) produced a study that quality products positively influence consumer satisfaction. However, the results differ from the research (Izzuddin & Muhsin, 2020). The Influence of product quality, service quality, and location on satisfaction consumer results study shows that product quality has no significant effect on consumer satisfaction. This study was also in line with research conducted by (Wahyuningsih, 2020) that quality products do not influence consumer satisfaction.

In this modern era, consumers are more intelligent, thorough, critical, and aware of product quality when purchasing. Besides that, consumers make many demands on the products they buy and are approached by other competitors by offering products that are better than the products competitor. Therefore, in making a perception of a

candidate consumer, when buying a product, the company must provide good product quality. Milk is a product that has tons of benefits as a source of needs for the body because it has complete nutrition such as carbohydrates, proteins, fats, vitamins, minerals, and substance antibodies, such as immunoglobulin. Indonesia has various types of milk. One of the processing methods is pure milk, which is a type of milk that does not go through any processing. Development of the dairy industry as a business will encourage an increase in the dairy industry to meet the country's internal needs. The dairy industry can also be beneficial collectively between groups and breeders. Cooperation can form utilization of milk fresh in state (SSDN), offering production centers, increasing milk fertility, capitalization or management, as well as increase rank with essence. The same need, believe, strengthen as well as profitable (Muzayyanah et al., 2018)

## METHODS

This research aims to determine the effect of product quality on consumer satisfaction at KSU Karya Nugraha. The type of study used is quantitative descriptive.

According to Sugiyono (2020),

a method study is used To analyze data with methods that describe or illustrate the collected data as exists without intending to draw conclusions that apply to the general public or

generalization.

These variables are operationalized to equalize perceptions about the variables studied as follows.

**Table 2. Variable Operationalization**

Variable	Definition	Indicator
Quality product (X)	"Quality product is ability product in do function, ability That covers Power stand, reliability, thoroughness, that is obtained product with in a way whole" (Kotler et al., 2016)	a. Shape (form) b. Quality c. Suitability d. Resilience
Satisfaction Consumer (Y)	"Satisfaction consumer is feeling like or disappointed somebody due to comparing performance Which perceived product (or results) to their expectations. If performance fail so fulfill the expectations, the customers will be saatisfied. If performance the expectation, the customer willsatisfied. Aside from that, if performance exceeds expectations, customers will be like it ( Kotler, P., & Keller, 2016)	a. Fixed loyal For time, which is more extended b. Buy again c. When There is New Product a. Talking about the company And the product to others. b. No too noticeable brand competitor. c. No too sensitive to price.

Source: Data processing, 2023

**RESULTS AND DISCUSSION**

The data analysis technique used by the author in this research regarding the research variables is Data analysis techniques use simple linear Regression:

$$Y = a + bX$$

Information:

Y = Subject in the predicted dependent variable (Consumer Satisfaction).

a = Constant value Y if X = 0

b = Direction number or regression coefficient, which shows the number of increases or decreases in the dependent

variable based on changes in the independent variable. If (+), the line direction is up; if (-), the direction is down. X = Subject to the independent variable that has a specific value (Product Quality)

A simple linear regression analysis was performed using SPSS version 26 for Windows software to make calculations easier.

As for the deep data collection study, This use technique follows:

- a. Interview

According to (Sugiyono, 2017), interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched and also if the researcher wants to know things from respondents in more depth. The number of respondents is fewer and smaller.

b. Documentation

According to (Arikunto and Suharsimi, 2016), documentation techniques are essential to relate to the problem being studied so that complete, valid data will be obtained and not based on estimates.

The documentation data is data that comes from records that are available from KSU Karya Nugraha. Based on the table about results recapitulation, the quality product (X) obtained a total score of 3,514, which is included in the classification of sound, and the highest value is the milk product from KSU Karya Nugraha Yang. I bought real cow's milk, namely 386, the total score included in the suitable classification. This is in line with the results of observations where the milk product sold to consumers is milk original cow without any mixture,

so the questionnaire results are correctly distributed to 96 respondents; it was found that 44% of respondents, or 34 opinions, strongly agree with the statement. Moreover, the lowest value is KSU cow's milk by Nugraha, which is not quickly stale with a value of 302, where the total score in the classification is less than Good. Matter This is caused by expectations for consumers to produce pure milk from KSU Work Nugraha. In the same way, milk packaging uses preservatives, which can last up to several days or Sundays. After spreading the questionnaire to 96 respondents, 35% or 21 respondents very agreed with the statement.

Based on the table, the consumer (Y) obtained a total score of 3,614, which is included in the classification as not good, and the highest score is although there is a price increase, it will still buy KSU cow's milk by Nugraha is 341, where the total score is included in the suitable classification.

According to the results, observations, and interviews, students are looking for the benefits of milk KSU Karya Nugraha, so when the products go on price, they will still buy them. So, from distributing the questionnaire to 96 respondents, 47% or 32 respondents agreed with this statement.

Table 1. Recapitulation Variable Satisfaction Consumer

No	Description	Score Highest	Yang Score Achieved	Information
1	I am interested in buying return product from KSUWork Nugraha	96 x 5	325	Not good Enough
2	If KSU works, Nugraha will maintain the quality of the product so that I will buy the returned products	96 x 5	247	Not good Enough
3	Still loyal become consumer KSU work Nugraha. Although he has experienced matter positive and negative	96 x 5	330	Good
4	Although there is a new product from the company, I will still buy the product milk cows from KSU work Nugraha.	96 x 5	285	Not good Enough
5	I feel satisfied with quality cow's milk products from KSU Works Nugraha, although other products exist.	96 x 5	309	Not good Enough
6	I will recommend to the person other related products Which I buy from KSU work nugraha	96 x 5	284	Not good Enough
7	I will recommend this to my colleague Because satisfaction Is a by-product of KSU work. Nugraha	96 x 5	301	Not good Enough
8	I recommendKSU work Nugraha asthe Wrong One place to buy milk cows to acquaintances.	96 x 5	291	Not good Enough
9	Brand other No become choice I in buy milk cow	96 x 5	272	Not good Enough
10	Even though it is cow's milk from KSUWork Nugraha No, a famous cow milk brand, the quality from KSU Karya Nugraha is still the best.	96 x 5	310	Not good Enough
11	Price Which peckedaffordable and comparable with it feels like	96 x 5	319	Not good Enough
12	Although there is price increase, I will still buy milk cow KSUwork Nugraha.	96 x 5	341	Good
TOTAL			<b>3,614</b>	Not good Enough

Meanwhile, the lowest mark is If KSU Karya Nugraha to maintain the quality of the product. I will repurchase the product with a score of 247, Where the amount of the score, including the classification, is not good enough. From the results observation and interviews

with respondents, they think that KSU Karya Nugraha should increase the quality of the product; not only defend it, but after distributing the questionnaire to 96 respondents, the results were: 43% or 35 respondents were opinions neutral with statements.

**Table 2. Simple Linear Regression Test (Coefficients a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,140	3,128		3,241	,002
	quality product	,752	,084	,680	8,986	,000

Source: processed data

Based on the table in column B, the mark constant is 10,140. Meanwhile, the value of a quality product is 0.752. So, the equation Regression linear simple is:

$$Y = 10,140 + 0.752X.$$

Equality regression can explained as follows:

1. Consumer satisfaction without product quality has a coefficient regression as significant as 10,140.

2. If the quality of products increases by as much as one by one or one level, the increase in satisfaction among consumers is as significant as 0.752 with the assumption that variable others remain or zero.

3. The quality of the product influences satisfaction among consumers, so will is known coefficient as significant as  $Y = 10,140 + 0.752$

**Table 3. Coefficient Determination**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680 <sup>a</sup>	,462	,456	6.26617

Predictors: (Constant), product quality. Source: *Data primarily processed*

It can be seen that mark  $R^2$  as big as 0.462, which shows that the variable selected is variable independent, that is, Product quality, affects the dependent variable, namely consumer satisfaction, amounting to 46.2%, while the remaining 53.8% is influenced by other variables not researched, such as price, promotion, service quality and other variables like variable price and satisfaction service

(Ramadhaniati et al., 2020).

**CONCLUSION**

Based on the research results, the author can conclude as follows:

1. The results regarding the recapitulation of product quality (X) provide a total score as big as 3,514, Which includes the classification good and not good. The highest is the milk product from KSU Karya Nugraha. The dairy is 386, where the amount

score is included in the classification good. Matters aligned with the observation of the results. Indeed, the milk products sold to consumers are genuine cow's milk without a mixture, so the results questionnaire, which was distributed to 96 respondents, it was found that 44%

2. A total of 34 respondents strongly agreed with the statement. The lowest value is that Nugraha's KSU cow's milk does not spoil quickly with a value of 302, where the total score in the classification could be better. This is due to consumer expectations for pure milk products from KSU Work Nugraha. The same is true of milk packaging, which uses preservatives that can endure for several days or on Sundays. After distributing the questionnaire to 96 respondents, it was obtained that 35% or 21 respondents agreed with the statement.
3. The results regarding the recapitulation of consumer satisfaction (Y) obtained a total score of 3,614, included in the classification of less satisfaction and the highest value. Although there is a price increase, I will still

buy Nugraha's KSU cow's milk. It is 341, the total score included in the suitable classification. According to the observations and interviews, respondents are indeed looking for the benefits of KSU Karya Nugraha milk, so when the product goes on price, they will still buy it. So, from the spread questionnaire of 96 respondents, 47% or 32 respondents very agree with the statement.

4. Meanwhile, the lowest mark is If KSU works Nugraha maintains the quality of the product, then I will buy the product more with a score of 247, Where the amount score, including on classification, is not good enough. From the results of observation and interviews with respondents, they think that KSU Karya Nugraha should increase the quality of the product, not only defend it. So, after distributing the questionnaire to 96 respondents, the results were as follows: 43% or 35 respondents were opinion neutral with statement tear. Results test coefficient determination shows variable quality product influence variable dependent that is satisfaction consumer as big as 46.2%, while the remaining 53.8%

is influenced by other variables that are not researched.

### SUGGESTIONS

1. It is also recommended to associate product quality variables with variables other than consumer satisfaction so that the results of this research can enrich the scientific field, especially in the field of management marketing
2. For KSU Karya Nugraha. From the research results, it was found that several things are considered less good than bad. Consumers expect long-lasting quality products, so the expiration date must be included so that consumers understand better that this product from KSU Karya Nugraha does not use preservatives and that consumers know that the product is less durable.
3. Also, it will be even safer if the packaging is for KSU pure cow's milk products. Nugraha's work comes in more than just ordinary plastic packaging. However, there is other packaging, such as bottles, to make it more hygienic and safer for further shipments.
4. From the results of the coefficient of determination test of the influence of product quality variables, The KSU

Karya Nugraha consumer satisfaction variable was obtained, amounting to 46.2%. Suggestions for other research are to conduct research with other variables such as price variables, promotions, service quality, and other variables such as price and service satisfaction, which were researched by (Ramadhaniati et al., 2020)

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