

Quality Of Service And Emotional Bonding To Increase Furniture Sales

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Abstract:

This study aims to analyze the influence of service quality and emotional bonds to increase sales at Gunawan Perabot. The research is a creative research using data processing with SPSS version 22. In this study, a population of 180 respondents was used, then using the Slovin formula, a sample of 64 respondents was obtained. The data sources used are primary data and secondary data. The data collection technique uses questionnaires, observations, and interviews. The data analysis techniques are multiple linear regression, classical assumption test and hypothesis test. The results of the study show that the quality of service has a positive and significant effect on increasing sales at Gunawan Furniture. Emotional bonds have a positive and significant effect on the increase in sales at Gunawan Furniture. The quality of service and emotional bonds have a positive and significant effect on the increase in sales at Gunawan Furniture. There is a strong correlation between product quality, service quality, and emotional bond with customer satisfaction of 55.1% and the remaining 44.9% can be explained by other variables that are not researched such as promotion, distribution, marketing communication, and so on. In the study, it is recommended to improve the quality of service and emotional bonds so that furniture sales become better and liked by consumers.

Keywords: *Service Quality, Emotional Bond, Customer Satisfaction.*

Introduction

In order to meet the needs of life in order to prosper, people who have the ability and obedience to see their potential and are able to identify the environment can find opportunities and open business opportunities for the community. This business opportunity is expected to help the surrounding community to achieve good economic growth, so that it can reduce the high-level urbanization process. In addition, by focusing on the business opportunities that exist around it, it is hoped that it can become a symbol or characteristic of the area. Micro, small and medium-sized enterprises Micro-enterprises, are small community enterprises whose establishment is based on the initiative of a person, most people think that it only

benefits certain parties. In fact, micro, small and medium enterprises are very vigilant in reducing the unemployment rate in Indonesia. Micro, small and medium enterprises can absorb many Indonesian workers who are still unemployed. In addition, micro, small and medium enterprises have contributed greatly to revenue Indonesia. Micro, small and medium enterprises also take advantage of various the potential of natural resources in an area that have not been processed commercially. Micro, small and medium enterprises can help cultivate natural resources in each region. This contributes greatly to Indonesia's regional revenue and state revenue. Given the large role shown by this business, development is always pursued with the aim that each type of business is able to overcome the problems faced and develop in a better, advanced and independent way so that its role in economic growth is even greater. The movement of the micro, small and medium enterprises sector is important to create growth and employment. Able to create jobs faster than sectors in the business sector. Micro, small and medium business activities are one of the ways creative products from the region are known and provide business opportunities for regional actors. In addition, micro, small and medium enterprises are required to be able to participate in building the nation's economy, especially in carrying out development in the economic growth of North Sumatra. This is because the role of micro, small and medium enterprises is seen as very important in order to increase per capita income and improve the economy of a region (Halim, 2020).

One of the micro, small and medium enterprises in Paluh Manis village is engaged in furniture that produces household furniture. Furniture is an industry that manages semi-finished raw materials which include wood which can be called furniture that has added value and higher benefits. Furniture has the potential to be developed as widely as possible in the community and in general, the types of wood used are teak, mahogany, trembesi and mindi.

Gunawan Furniture is the only furniture business in Paluh Manis village. Gunawan Furniture itself has been established since 2008 until now and is now being continued by the second generation, namely the son of the founder of the furniture. Gunawan Furniture itself produces household furniture such as frames, doors, cabinets, chairs, tables, kitchen sets. These micro, small and medium businesses are supported because many types of trees grow in gardens or community fields and can be used as raw materials for making furniture around Paluh Manis village. The trees used as raw materials for making furniture in Gunawan furniture such as trees (jengkol, durian, pete, cempedak). Gunawan Furniture in producing and selling its products based on orders and store supplies where Gunawan Furniture only produces and sells its products if there are already orders and buyers as well as for store supplies that will be used as displays or examples.

Service quality has a close relationship with consumer satisfaction. Service quality is also an influential factor in customer satisfaction. Each product must be introduced to consumers so that consumers can know in detail and convey their wishes. The



importance of good service quality is to be able to create a good relationship between consumers and producers because consumers have to make choices and question the products they want. Therefore, the importance of excellent service quality where a service provided is in accordance with the expectations and desires of consumers. The quality of service owned by Gunawan furniture is still far from perfect, this is because furniture craftsmen are still unable to complete customer orders on time according to with what is set at the beginning of the furniture order that makes customers complain.

Emotional bonds affect consumers' desire to return. Because the consumer experience on previous purchases is good, consumers have a tendency to repeat purchases by choosing the same quality of products and services on subsequent purchases. The emotional bond that Gunawan Furniture has with its customers has not been closely established, which can be seen from customers who complain about the inconsistency of the design and the requested time and choose to order elsewhere.

Literature Review

Customer Satisfaction

A series of activities carried out by a company will ultimately boil down to the value that will be given by customers regarding the satisfaction they feel. Customer satisfaction is the level of how a person feels after comparing (performance or results) compared to their expectations.

According to Kotler & Keller (2013), customer satisfaction is the level of a person's state of feeling which is the result of a comparison between performance appraisal or product end result in relation to customer expectations. Peter (2019) states that customer satisfaction can be defined simply as a state in which customer needs, wants, and expectations can be met through the products consumed. Customer satisfaction is a post-purchase evaluation where *the chosen alternative* at least provides *results* equal to or exceeds customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations (Tjiptono, 2017). In addition, customer satisfaction is also defined as the feeling of pleasure or disappointment felt by customers after comparing their perceptions/impressions of the performance of a product with their expectations (Sunarto, 2019).

Quality of Service

It is very important for companies to perform the best quality of service in order to be able to survive and remain trusted by customers. Service quality is an action taken by a company in the form of things that are not realized but can be felt by consumers.

Service Quality In the context of business, the success and quality of a company is not only measured by its products or services but is also greatly influenced by the company's ability to provide services to customers. According to Lupiyoadi (2019) in



the journal Harijanto et al. (2023) which states that services play a crucial role in determining the reputation and success of a company. Service quality refers to the extent to which a service meets or exceeds customer expectations (Lupiyoadi, 2019).

According to Laksana (2018), service quality can be defined as: "The level of mismatch between customers' expectations or desires and their perceptions". The statement states that the quality of service received by customers is expressed as a big difference between the customer's expectations or wants and their level of perception. Service quality according to Laksana (2018) is an action or activity carried out to satisfy consumers.

Meanwhile, according to Kotler (2018), the definition of service quality is the expected level of quality, and the control of diversity in achieving the expected quality, and the control of diversity in achieving that quality to meet consumer needs. To be able to provide good service quality, it is necessary to foster an era of relationships between companies, in this case employees and service users. Thus, quality is a key success factor for an organization or company, as stated by Laksana (2018), service quality is our best guarantee of consumer loyalty, our strongest defense in the face of foreign competition and the only way for lasting growth and revenue.

Emotional Bonding

Emotional bonding comes from English, namely *emotional* means feelings from the heart and soul, while *bonding* is a bond. It can be concluded that *emotional bonds* are the close bonds that bring people together who bring people together through strong feelings.

Thomson et al. (2015) defined an emotional bond as a strong bond between consumers characterized by feelings of connection, affection, and deep passion for the particular product they consume.

Emotional bonding is a consumer response to goods obtained by inferring information and interpreting the message of a product positively and negatively through advertisements on television or radio. To find out the emotional bond, the following aspects are used, namely: intellectual feelings, aesthetic feelings, ethical feelings, self-feelings, and social feelings. The higher the value obtained by the research subjects in Emotional bonding, the more positively the subjects naturally interpreted the product. On the other hand, if the value of emotional bonding is lower, the consumer's interpretation of the product is negative. A touch of emotion can make a significant difference to a brand. Brands that are able to market products with a unique look or message will win the competition.

Method

Quantitative research is research by obtaining data in the form of numbers or quantitative data raised (Manullang & Pakpahan, 2014). This research is an associative



approach that aims to determine the relationship between an independent variable and a bound variable.

Russiadi (2014) Population is a general territory made up of objects and subjects that have certain qualities and characteristics that are applied by the research to be studied and to draw conclusions. In this study, the population is people who order or buy at Gunawan furniture during November 2023 to January 2024, so the population is estimated to be the average number of people who order or buy at least: 2 people x 90 days = then the total population is 180 people. The Russian sample (2014) is part of the number and characteristics owned by the population. The sample in this study is people who order or buy furniture in Gunawan. In this study, the author will use probability sampling techniques.

Result

Description of Respondent Data

Characteristics of Respondents Based on Gender that customers who come to visit to buy furniture products at Gunawan Furniture are dominated by men as much as 59.38% while women are 40.63%. Characteristics of Respondents Based on Age that the majority of customers who buy furniture products at Gunawan Furniture are between 41-55 years old as much as 39.06%, compared to other age groups. Characteristics of Respondents Based on Type of Education , the majority of customers who come to buy products at Gunawan Furniture are diploma/S1 education as much as 32.81% compared to other education. Characteristics of Respondents Based on Occupation that the majority of customers who buy products at Gunawan Furniture are self-employed professions as many as 42.19% of self-employed professions and employees.

Outdoor Models

Validity Test Results

Variable	Item	Corrected Item-Total Corelation	r-tabel	Information
Quality of Service (X1)	X1.1	.344	0.242	Legitimate
	X1.2	.629	0.242	Legitimate
	X1.3	.500	0.242	Legitimate
	X1.4	.559	0.242	Legitimate
	X1.5	.630	0.242	Legitimate
	X1.6	.548	0.242	Legitimate
	X1.7	.509	0.242	Legitimate
	X1.8	.570	0.242	Legitimate



	X1.9	.501	0.242	Legitimate
	X1.10	.475	0.242	Legitimate
Emotional Bonding (X2)	X2.1	.743	0.242	Legitimate
	X2.2	.669	0.242	Legitimate
	X2.3	.726	0.242	Legitimate
	X2.4	.448	0.242	Legitimate
	X2.5	.606	0.242	Legitimate
	X2.6	.538	0.242	Legitimate
	X2.7	.749	0.242	Legitimate
	X2.8	.505	0.242	Legitimate
Customer Satisfaction (Y)	Y.1	.356	0.242	Legitimate
	Y.2	.360	0.242	Legitimate
	Y.3	.507	0.242	Legitimate
	Y.4	.477	0.242	Legitimate
	Y.5	.317	0.242	Legitimate
	Y.6	.588	0.242	Legitimate

Validity Test Table

Source: data processed by SPSS 2022 (2024)

Based on the table above, it is known that each item of statement from Service Quality, Emotional Bond, and Customer Satisfaction is declared valid. The value of the calculation coefficient > the table (0.242), so it is concluded that the questionnaire items on the customer satisfaction variable can be declared valid and this meets the assumption of validity.

Reliability Test

The following reliability test results for product quality, price, consumer confidence and consumer satisfaction variables can be presented in the following table:

Reliability Test Table

Variable	Cronbach's Alpha	Information
Quality of Service (X1)	.834	<i>Reliable</i>
Emotional Bond (X2)	.868	<i>Reliable</i>
Customer Satisfaction (Y)	.700	<i>Reliable</i>

Source: data processed by SPSS 2022 (2024)

Based on the table above for service quality, emotional bonds and customer satisfaction have a *Cronbach's Alpha* value of > 0.6, so it is concluded that the variables

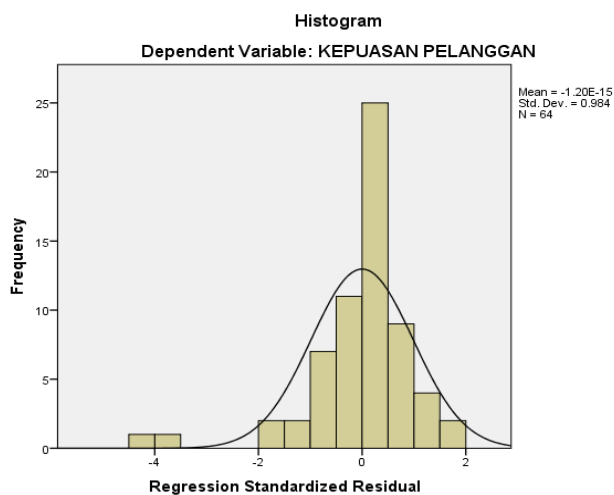
used are reliable. This means that the average respondents gave relatively stable and consistent average answers between each of the research variables.

Classic Assumption Testing

Data Normality Test

The normality test is carried out to see whether the data to be analyzed has been distributed normally or not.

Histogram Test

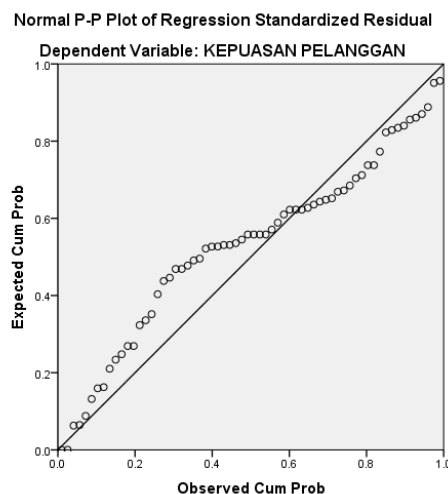


Source: data processed by SPSS 2022 (2024)

Normality Test Histogram Image

The figure above shows that the lines in the regression model form a curved bell line along the Y axis, so it can be concluded that the data is normally distributed and meets the assumption of normality.

PP-Plot



Source: data processed by SPSS 2022 (2024)

PP-Plot Normality Test

The figure above shows that the points in the regression model are evenly distributed and along the diagonal line of the DNA are close together, so it can be concluded that the data is normally distributed and meets the assumption of normality.

Kolmorov-Smirnov Test

Kolmogorov-Smirnov Test Table

		Unstandar dized Residual
N		64
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	2.25773660
Most Extreme	Absolute	.091
Differences	Positive	.066
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: data processed by SPSS 2022 (2024)

It can be seen that the results of *Kolmogorov Smirnov's* test have a significance value (*Asymp. Sig.2-tailed*) is 0.200 so that the significance value is $0.200 > 0.05$, then it is concluded that *the residual* value is distributed normally and meets the assumption of normality.

Multicolnerity Test

The following can be presented the results of the multicollinearity test from the tabulation processing of respondents' answers in the following table

Multicolnity Test Table

Coefficients^a

Model	Collinearity Statistics
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	Tolera nce	VIF
1 (Constant)		
SERVICE QUALITY	.800	1.250
EMOTIONAL BONDING	.800	1.250

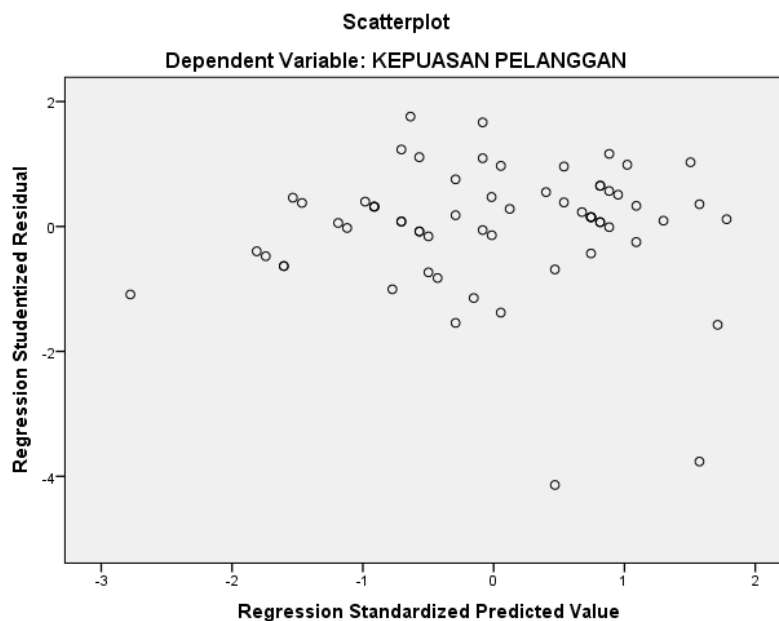
a. Dependent Variable: CUSTOMER SATISFACTION

Source: data processed by SPSS 2022 (2024)

The table above shows that the variables of service quality and emotional bonds have a *tolerance value* of > 0.1 and a VIF value of < 10 , so it can be concluded that the regression model above does not have a multicollinearity symptom which means that there is no correlation with each other between independent variables.

Heteroscedasticity Test

The following can be presented the results of the Scatterplot chart method heterokedasticity test test in the following table:



Sumber: data diolah SPSS 2022 (2024)

Scatterplot Image of Heteroscedasticity Test

The figure above shows that the small dots in the regression model above are scattered unevenly on the Y axis so that they do not form clear and irregular waves, so it can be concluded that the data is normally distributed and meets the assumption of normality.

Multiple Liniear Regression



The following can be presented the results of multiple linear regression tests of service quality and emotional bonds to customer satisfaction as can be presented in the following table:

Multiple Liniear Regression Table

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	Source:
	B	Std. Error	Beta	
(Constant)	3.014	2.489		
SERVICE QUALITY	.411	.062	.628	
EMOTIONAL BONDING	.137	.058	.223	

processed by SPSS 2022 (2024)

The table above shows the results of multiple linear regression tests with the results namely: $Y = 3.014 + 0.411 X_1 + 0.137 X_2 + e$. The following is the description, namely:

1. A value (constant) is 3.014 and a positive value means that customer satisfaction will increase by 3.015 assuming that the variable of service quality and emotional bond has a fixed coefficient value (zero).
2. Service quality with a coefficient value of 0.411 and a positive value, meaning that if there is an increase in one unit, customer satisfaction will increase by 0.411 (41.1%).
3. Emotional bonds with a coefficient value of 0.137 and a positive value, meaning that if there is an increase in one unit, customer satisfaction will increase by 0.137 (13.7%).

Partial Significance Test (t-Test)

Partial Test Table (t-Test)

Coefficientsa

Model	T	Say.
1 (Constant)	1.211	.231
SERVICE QUALITY	6.680	.000
EMOTIONAL BONDING	2.374	.021

Source: data processed by SPSS 2022 (2024)



In this study, the number of research samples $n = 64$ so that $t_{table} = 1.669$ was obtained at sig 0.05. From the table above, the results of partial testing can be described as follows:

1. The quality of service partially had a positive and significant effect on customer satisfaction in Gunawan Perabot (t_{count} value $> t_{table}$, $6,680 > 1,669$ on sig. $0.000 < 0.05$), so that the H1 research hypothesis was accepted.
2. Emotional bonds partially had a positive and significant effect on customer satisfaction in Gunawan Perabot (t_{count} value $> t_{table}$, $2,374 > 1,669$ on sig. $0.021 < 0.05$), so that the H2 research hypothesis was accepted.

Simultaneous Significant Test (Test f)

Simultaneous Significance Test Table (Test f)

ANOVA			
Model		F	Sig.
1	Regression	10.955	.000b
	Residual		
	Total		

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), EMOTIONAL BONDING, SERVICE QUALITY

Source: data processed by SPSS 2022 (2024)

The table above is obtained $F_{table} = 2.76$ at sig.0.05. While the value of $F_{cal} = 10.955$ at sig.0.000. From the table above, it can be concluded that product quality, service quality and emotional bond simultaneously have a significant effect on customer satisfaction ($F_{cal} > F_{table}$ value, $10.955 > 2.76$ on sig. $0.000 < 0.05$), so that the H4 research hypothesis is accepted.

Determination Coefficient Test Results

Determination Coefficient Test Table

Model Summaryb				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754a	.569	.555	1.756

a. Predictors: (Constant), , QUALITY OF SERVICE, EMOTIONAL BOND

b. Dependent Variable: CUSTOMER SATISFACTION

Source: data processed by SPSS 2022 (2024)

The table above shows a

determination coefficient value of $R = 0.757$, meaning that there is a strong correlation between product quality, service quality and emotional bonds to customer satisfaction. The *adjusted* value of $R^2 = 0.555$ means that customer satisfaction can be explained by product quality, service quality and emotional bond by 55.5% and the remaining 44.5% can be explained by other variables that are not studied such as promotion, distribution, marketing communication and so on.

Conclusion and Suggestion

Conclusion

The following conclusions from the research conducted can be conveyed as follows:

1. The quality of service partially has a positive and significant effect on customer satisfaction at Gunawan Perabot.
2. Emotional bonds partially have a positive and significant effect on customer satisfaction at Gunawan Furniture
3. The quality of service and emotional bonds simultaneously have a significant effect on customer satisfaction at Gunawan Perabot.

Suggestion

The following can be conveyed suggestions from the research conducted as follows:

1. Employees should provide services that are in accordance with customer expectations in order to increase consumer interest in buying back products at the furniture warehouse.
2. In the future, the furniture store will serve customers even better in order to maintain and foster a good and harmonious communication relationship with each customer so that both parties have a strong emotional bond in making transactions to buy and sell household furniture.
3. In the future, furniture owners should be able to review customer satisfaction when transacting with the company. This needs to be done to increase sales so that many consumers can recommend to their families to visit Gunawan Furniture again if consumers are satisfied.

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