Analysis of Product Quality, Service Quality, Promotion, Emotionality on Customer Satisfaction at Mojo Resto Medan

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Abstract

This research aims to analyze and test the influence of product quality, service quality, promotions and emotions on customer satisfaction at Mojo Resto Medan. The type of research used is associative quantitative. The population in this study were Mojo Resto Medan customers, and the sample selected was 97 samples using random sampling. Data collection techniques were carried out using questionnaires, observations and interviews. The research results show that product quality has a significant positive effect on customer satisfaction with a positive correlation of 0.298 and a significance of 0.001. Service quality has a significant positive effect on customer satisfaction with a positive correlation of 2.037, significance of 0.045. Promotion has a significant positive effect on customer satisfaction with a positive correlation of 0.340, significance of 0.000. The promotion variable has the strongest influence on customer satisfaction compared to other independent variables. Emotionality has a significant positive effect on customer satisfaction. Product quality, service quality, promotions and emotions simultaneously have a significant positive effect on customer satisfaction at Mojo Resto Medan. Coefficient determination shows a result of 42%, meaning product quality, service quality, promotion, And emotional contribute And give 42% influence on customer satisfaction at Mojo Resto Medan.

Keywords:
Product Quality, Service Quality, Promotion, Emotional, Customer Satisfaction.

Introduction

cafe and restaurant businesses in Medan shows that the level of competition is increasingly fierce, where cafe and restaurant businesses are mushrooming in every corner of the city of Medan. Growth in the number of cafes and restaurants This increase is motivated by high interest from customers in Medan from various age groups and professional background. There is high customer interest in visiting cafes

and restaurants that they idolize, because customers get satisfaction when visiting these cafes . Customer satisfaction is the key to the success of cafe and restaurant businesses in surviving the intense competition. Customer satisfaction is the main milestone in achieving business success. Therefore, in an effort to meet customer satisfaction, entrepreneurs must be astute in knowing changes and shifts in consumer tastes at any time (Bansaleng , 2021).

Customer satisfaction is a feeling of pleasure or displeasure that arises after customers compare their perceptions/impressions he accepted it with hope growing in his mind (Sangadji, 2018). If customers are satisfied and happy with what they receive and feel, then customers will be interested in repurchasing products previously purchased, or perhaps even spreading positive information about the experience they have had. And conversely, if the customer is not satisfied, then no will buy repeat, And even inform impression negative what he felt to person other.

The presence of Mojo Resto in Medan increases the level of competition for cafe and restaurant businesses in Medan. Mojo Resto present under the banner of PT. Adri Utama Karya Which is *Masters Franchise brands* Mojo Resto in Indonesia Currently, Mojo Resto has 12 *stores* , and 10 of them are in Medan. Mojo Resto Medan, in carrying out its activities, provides Indonesian culinary delights with traditional and modern flavors. There are also specialties from Singapore , Malaysia and several other Asian countries which are the superior products of Mojo Resto Medan. Apart from that, Mojo Resto Medan also provides *tea , coffee and soft drinks drinks* , and various other drinks, including providing light *snacks* with various types and flavors.

Literature review

Quality Product

Product quality is one of the determining factors for cafe entrepreneurs Restaurants are successful in providing satisfaction to their customers, as long as the product quality meets customer expectations (Mariansyah , 2020). Products whose quality is maintained and even improve have the potential to increase customer satisfaction. Product quality is basically the physical condition, function and properties of a product that can satisfy tastes and customer needs with a level of satisfaction according to the value of the money they have spent (Nitisusastro , 2017).

Quality service

Service quality also plays a complementary role in customer satisfaction. Good service quality and a positive impression are an added value for perfect customer satisfaction. Service quality, not only in the form of service activities provided by officers (humans) and machines (technology), but includes the creation of atmosphere, environment, facilities, comfort and so on which increase customer satisfaction. Service quality is an assessment given by customers regarding the perceived level of service and the service that customers expect (Kotler , 2016). There are efforts to compare how good

the service provided is with what is received, whether it meets customer expectations or not (Tjiptono , 2019).

Service quality is categorized as good and satisfactory, if the service provided meets expectations, and conversely, service is said to be bad if it does not meet customer expectations (Novia, 2020). One strategy to provide customer satisfaction is to provide quality service. This shows that there is a correlation between service quality and customer satisfaction, and this was found in the research results of Bansaleng (2021), Mariansyah (2020) and Sari (2019), where the three researchers came to the same conclusion that service quality influences customer satisfaction.

Promotion

Promotion is an element of the marketing mix and also has a role in achieving customer satisfaction. Promotion is a means of communication that explains and convinces potential customers about a product (Alma, 2020). Promotion is part of the marketing strategy to communicate with market And seize customer as much Possible (Dahliani, 2021) . Promotion is good if the promotional objectives can be achieved, and promotion is able to provide customer satisfaction if the promotion delivered is in accordance with the facts of the product received/felt/encountered by customers (Rochman, 2020). Promotion that in accordance with fact And reality, will ensure customer satisfaction. This indicates that promotions are able to influence customer satisfaction, as stated by Dahliani (2021), Efendi (2020), Rochman (2020) and Roselina (2019) in their research results that promotions influence customer satisfaction.

Satisfaction Customer

Satisfaction customer very impact on sustainability business. Business actors on behalf of the company need to maintain the level of customer satisfaction through various strategies so that the business can grow and continue to exist in facing tight business competition (Novia, 2020). Strategy is not only related to maximizing the number of customers, or maximizing the level of profit achieved, but also must be built on strategy elements that can influence increasing the quality of customer satisfaction, such as product quality, service quality, promotions, and customer emotions (Sangadji, 2019).

Achieving an optimal level of customer satisfaction, at least manufacturers are capable of know side emotional customer in responding product, service, designs, promotions displayed by manufacturers. At least manufacturers are able to provoke positive emotions from customers when customers get to know, see and feel the products offered. Because basically customer emotion is a condition related to customer psychology to take action (Goleman in Aliyanto , 2019) and determine attitudes or perceptions of satisfaction or dissatisfaction. So to increase customer satisfaction, customer emotions need to be controlled by producers. At least customers feel satisfied which is expressed by feeling happy, proud, confident and comfortable after

using the product/service they use. This means that customer emotions influence customer satisfaction. this condition has been proven researcher Aliyanto (2019) states that emotions influence customer satisfaction. focuses on culinary businesses including food and beverages. To date, Mojo Resto has 12 *stores* , and 10 of them are in Medan. Mojo Resto Medan, in carrying out its activities, provides Indonesian culinary delights with traditional and modern flavors. There are also specialties from Singapore , Malaysia and several other Asian countries which are the superior products of Mojo Resto Medan. Apart from that, Mojo Resto Medan also provides *tea , coffee and soft drinks drinks* , and various other drinks, including providing light *snacks* with various types and flavors.

Method Study

Study This use approach causal associative quantitative . According to Sugiyono (2019) connection causal is that relationship causal. So there are independent variables (independent variables) that influence, and there are dependent variables (dependent variables) that are influenced. Thus, this research was conducted to prove the relationship or influence that occurs between the independent variables (product quality, service quality, promotion, emotional) on the dependent variable, namely customer satisfaction.

Data analysis method

conceptual framework

The conceptual framework of research using multiple linear regression analysis can be shown in the figure below.
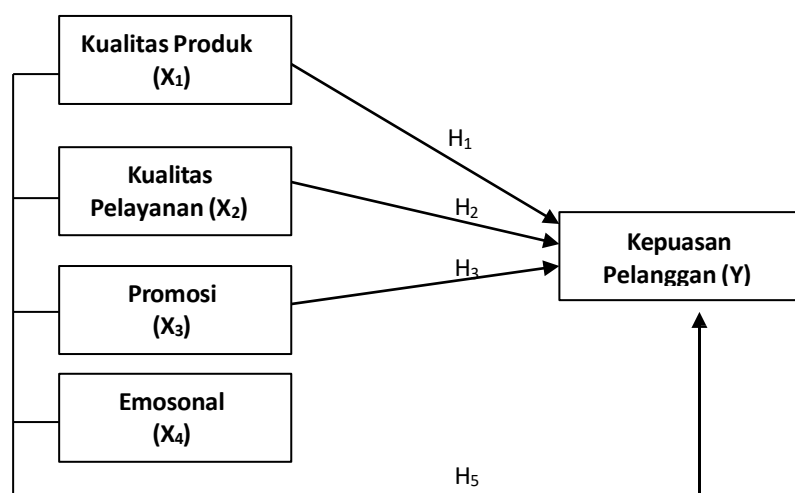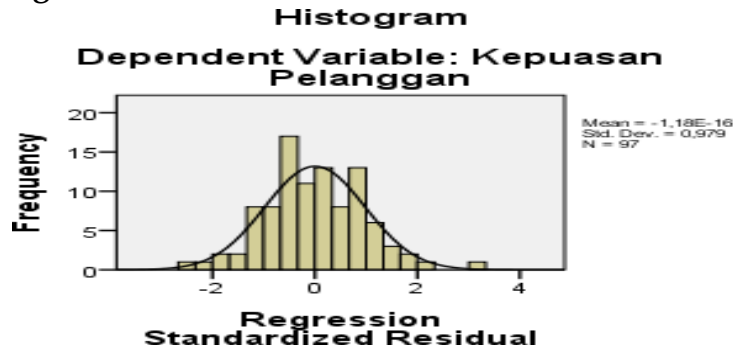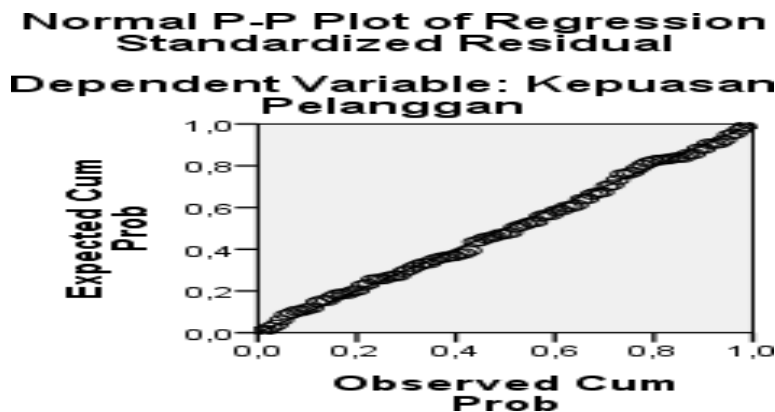

Framework Conceptual

Results

a. Data Normality Test

a. Histogram Test Results

The image above shows the results of the data normality test with a histogram, where the histogram line forms a bell and is right in the middle. This means that it shows that the data is normally distributed, so that research data can be used.

b. Results P- Plot Test

Picture in on show distribution data Which spread in around the line diagonal And follow direction line diagonal the, This show that data residuals has distributed normal, so that data can be used.

c. Results Test Kolmogorov Smirov

Table 4.17 Results Test Normality Kolmogorov Smirnov

		Unstandardized Residual
N		97
Normal Parameters a, b	Mean	,0000000
	Std . Deviation	4.03033788
Most Extreme Differences	Absolute	,045
	Positive	,045

		Negative	- ,037
Test Statistics			,045
Asymp . Sig . (2- tailed)			,200 c,d

Source : Results Exercise Data SPSS (2023)

Kolmogorov test results Smirnov produces value *Asymp.sig (2 tai l ed)* 0.200 greater (>) than 0.05. Thus the research data has met the elements of passing the Kolmogorov test Smirnov , so the data is OK used.

b. Multicollinearity Test

Table 4.18 Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Quality Product (X 1)	0.889	1,124
Quality Service (X 2)	0.867	1,154
Promotion (X 3)	0.825	1,213
Emotional (X 4)	0.864	1,158

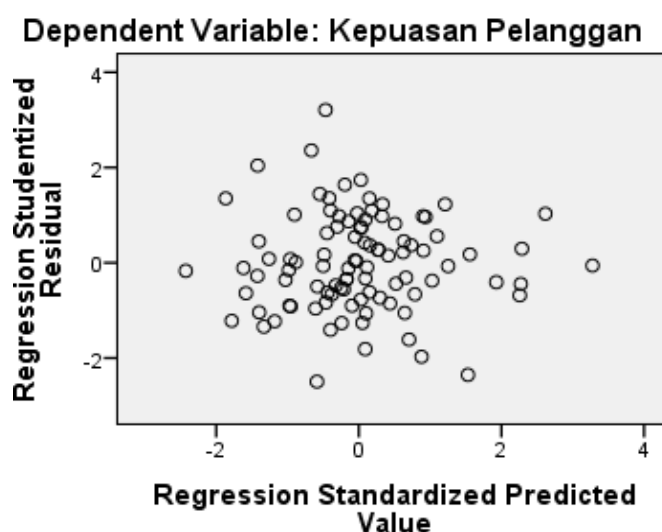Source : Results Exercise Data SPSS (2023)

Results in on show test multicollinearity with condition :
a. All mark tolerance bigger (>) of 0.1
b. All mark VIF more small (<) of 10
With results Which thereby, so No found symptom multicollinearity on the data studied, so that the data is suitable for use

c. Heteroscedasticity Test

Picture in on show distribution that data spread to all direction on And in lower point zero, And distribution data No form a certain pattern at a certain point. This condition indicates that the data is normally distributed and no symptoms of heteroscedasticity are found , so the data is suitable for use.

1. **Regression Analysis**

Table 4.19 Results Test Linear Regression Multiple

Model	Unstandardized Coefficient		Standardized Coefficient
	B	**Std. Error**	**Beta**
Constant	3,658	2,887	
Quality Product (X_1)	0.298	0.086	0.292
Quality Service (X_2)	0.142	0.070	0.174
Promotion (X_3)	0.340	0.083	0.356
Emotional (X_4)	0.175	0.083	0.180

Source : Results Exercise Data SPSS (2023)

The results of the multiple linear regression test show that all independent variables produce a positive correlation relationship with customer satisfaction, where X_1 correlated 0.298, X_2 correlated 0.142, X_3 correlated 0.340 and X_4 correlated 0.175 to customer satisfaction. The correlation relationship between variable free to variable bound can translated to in linear equations:

Satisfaction Customer = 3,658+ 0.298 X_1 + 0.142 X_2 + 0.340 X_3 + 0.175 X_4

Interpretation on equality linear in on is as following:

1. If X_1 , X_2 , X_3 And X_4 is zero, so mark satisfaction 3,658 customers

2. If product quality is increased by one unit, it will increase customer satisfaction by 0.298 assuming X_2, X_3 and X_4 is zero.

3. If service quality is increased by one unit, it will increase customer satisfaction 0.142 assuming X_1, X_3 and X_4 is zero.

4. If the promotion is increased by one unit, it will increase customer satisfaction by 0.340 assuming that X_1, X_2, and X_4 are zero.

5. If emotionality increases by one unit, it will increase customer satisfaction by 0.175 assuming X_1 , X_2 , and X_3 is zero.

1) Results Test Partial (t-test)

Table 4.20 Results Partial Test (t-test)

Model	Unstandardized Coefficient		t	sig
	B	**Std. Error**		
Constant	3,658	2,887		
Quality Product (X 1)	0.298	0.086	3,465	0.001
Quality Service (X 2)	0.142	0.070	2,037	0.045
Promotion (X 3)	0.340	0.083	4,075	0,000
Emotional (X 4)	0.175	0.083	2,104	0.038

Source : Results Exercise Data SPSS (2023)

The table above explains the partial test results for each independent variable showing its relationship with the dependent variable (customer satisfaction) with the t-table at nk-1 (97-4-1 = 92) 1.985 is as follows:

a) Product quality with t-count 3.465 > 1.985 and sig 0.001 < 0.05 means quality product influential positive significant to customer satisfaction. Thus the hypothesis is accepted.

b) Service quality with a t-count of 2.037 > 1.985 and sig 0.045 < 0.05 means that service quality has a significant positive effect on customer satisfaction. Thus the hypothesis is accepted. Customer quality become variable that most weak influence customer satisfaction .

c) Promotion with a t-count of 4.075 > 1.985 and sig 0.000 < 0.05 means that promotion has a significant positive effect on customer satisfaction. Thus the hypothesis is accepted. Promotion is the variable that most strongly influences customer satisfaction.

d) Emotional with a t-count of 2.104 > 1.985 and sig 0.038 < 0.05, meaning that promotion has a significant positive effect on customer satisfaction. Thus the hypothesis is accepted.

2) Results Test Simultaneous (F-test)

Table 4.21 Results Test Simultaneous (F-test)

Model	Sum of Square	df	F	sig
Regression	1127,602	4	16,631	0,000
Residual	1559,388	92		
Total	2686,990	96		

Results test simultaneous (F-test) in on refer on F-table on nk-1 (97-4-1 = 92) is 2.47. So results F-test in on produce F-count 16,631 > 2.47 and sig 0.000 < 0.05 means that the independent variables (product quality, service quality, promotion and emotional) together have an influence on customer satisfaction. So the hypothesis is accepted.

2. Determination Test Results

Table 4.22 Results Determination Test

R	R- Square	Adjusted R-Square
0.648	0.420	0.394

Source : Results Exercise Data SPSS (2023)

The results of the determination test above explain the R - Square represents the coefficient of determination (R^2) showing a value of 0.420 or 42%, meaning the independent variable is quality product, quality service, promotion, And emotional contribute 42% of customer satisfaction. This means that the four independent variables have a "medium" contribution and influence on customer satisfaction according to the description in table 3.4. While the remaining 58% is another variable not examined in this study.

Discussion

Influence Quality Product To Satisfaction Customer
Referring to the results of the partial test (t-test), it shows that product quality has a significant positive effect on customer satisfaction at Mojo Resto Medan. The strength of the correlation between product quality and customer satisfaction is positive 0.298 with t-count 3.465 > t-table 1.985 and sig 0.001 < 0.05. Product quality has a significant positive effect, meaning that if the strength of product quality increases, it will encourage increased customer satisfaction.

Influence Quality Service To Customer satisfaction
Referring to the results of the partial test (t-test), it shows that service quality has a significant positive effect on customer satisfaction at Mojo Resto Medan. The strength of the correlation between service quality and customer satisfaction is positive 0.142 with t-count 2.037 > t-table 1.985 and sig 0.045 < 0.05. Service quality has a significant positive effect, meaning if the quality of service is increasingly improved, then will increase customer satisfaction. With these results, service quality is the variable that weakly influences customer satisfaction at Mojo Resto Medan compared to the other three independent variables (product quality, promotion and emotionality).

Influence Promotion To Customer satisfaction
Referring to the results of the partial test (t-test), it shows that promotion has a significant positive effect on customer satisfaction at Mojo Resto Medan. The strength

of the correlation between promotions and customer satisfaction is positive 0.340 with t-count 4.075 > t-table 1.985 and sig 0.000 < 0.05. Promotion has a significant positive effect, meaning that if promotion is increased, it will have an impact on increasing customer satisfaction. With these results, the promotion variable is the variable that most strongly influences customer satisfaction at Mojo Resto Medan compared to the other three independent variables (product quality, service quality and emotionality).

Influence Emotional To Customer satisfaction
Referring to the results of the partial test (t-test), it shows that emotions have a significant positive effect on customer satisfaction at Mojo Resto Medan. The strength of the emotional correlation to customer satisfaction is positive 0.175 with t-count 2.104 > t-table 1.985 and sig 0.038 < 0.05. Promotion has a significant positive effect, if customer emotions increase, it will have an impact on increasing customer satisfaction.

Conclusion
1. Product quality has a significant positive effect on customer satisfaction at Mojo Resto Medan. Product quality tends to be the same as elsewhere and does not have any special features, so customers feel dissatisfied with the quality of Mojo Resto Medan products.
2. Service quality has a significant positive effect on satisfaction customer Mojo Resto Medan. The service given the officer didn't nimble and tend to be slow, and less responsive to customer situations and needs, so that customers feel dissatisfied with the service.
3. Promotion has a significant positive effect on customer satisfaction at Mojo Resto Medan. The promotion promised by Mojo Resto Medan does not match the facts found in the field, so customers feel dissatisfied with this condition.
4. Emotionality has a significant positive effect on customer satisfaction at Mojo Resto Medan. Customers' emotions are generally negative after visiting and enjoying everything at Mojo Resto Medan. This situation makes customers feel dissatisfied with it all.
5. Product quality, service quality, promotions and emotions simultaneously have an influence positive significant to satisfaction customer Mojo Resto
   Medan. Customers are not motivated to revisit Mojo Resto Medan, because customers are dissatisfied with everything they find and feel at Mojo Resto Medan.

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