The Influence Of Product Quality And Facilities On Customer Satisfaction At Mie Gacoan House Semarang

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Abstract. Business growth and changes in business direction have had an impact on lifestyle changes in Indonesian society. Under these conditions, businesses are required to be able to adapt to conditions and changes. Factors that need to be considered by the company's management to provide satisfaction to customers is are quality of the products to be marketed and the facilities. This study aimed to analyze the effect of product quality and facilities on customer satisfaction at Mie Gacoan restaurants in Semarang. This research method was quantitative with purposive sampling technique. The object of research were customers who bought products from Mie Gacoan Semarang restaurants. The research data was obtained using a questionnaire. The data was analyzed using multiple linear regression analysis techniques. The study concluded that the variable quality of products and facilities had a positive and significant effect on customer satisfaction.

Keywords: Product Quality, Facilities, Customer Satisfaction

INTRODUCTION

Business developments and changes in business direction during the Covid-19 pandemic impacted changing lifestyles in Indonesian society. In these conditions, people are required to be able to adapt to their daily lives. For example, Indonesians prefer easy things to meet food needs. The rapid advancement of technology in online purchases means people can stay in their homes to buy food. The public can buy it through an application provided by the company or applications from other marketplaces. It can be an opportunity for business people, especially in the food and beverage sector, to maximize their business performance and compete in the market. One of the companies in the food sector is the Gacoan Noodle Restaurant in Semarang City.

According to [1], at first, business people only focused on sales targets. However, now they are more focused on attracting customers to buy their products and maintaining good relationships with their customers so that these customers will feel satisfied.

One of the factors that need to be considered by the management of the company is to pay attention to the quality of the products to be marketed. This variable is very important for the company to satisfy its customers after buying the product. The higher the quality of a product provided by a company, the higher customer satisfaction will be [2].

After considering the quality of the products provided, facilities are also an important variable because, at this time, customers consider the facilities available. Facilities are appearance, infrastructure, and the condition of the surrounding environment in showing their existence to customers, which includes facilities such as physical (building) equipment and tools.

One of the businesses currently growing rapidly is the Gacoan Noodle Restaurant business, a PT subsidiary. Pesta Pora Abadi was founded in early 2016. The brand "Mie Gacoan" has grown to become a market leader in food or food and beverages, especially in processed spicy noodles.

Table 1. Price Comparison of Gacoan Noodle Products with Other Noodle Products in the City of Semarang.

Product name	Product Price
Gacoan noodles	Rp. 9,500 – 10,500
Clubbing noodles	Rp. 9,900 – 10,900
MieTalk	Rp. 9,500 – 10,500

Source: [3}

Table 1 shows that the price of noodles at the Mie Gacoan restaurant is the same as the price of noodles at the Mie Talk restaurant, namely Rp. 9,500 up to Rp. 10,000 has a slight price difference from the Mie Clubbing restaurant, which is Rp. 9,900 up to Rp. 10,000. This price difference makes customers prefer to buy noodle products from Mie Gacoan compared to noodle products from other restaurants.

Mie Gacoan restaurants use a sales strategy by setting prices that are quite affordable so that Mie Gacoan restaurants can sell an average of 1,000 to 1,200 servings of noodles ordered by customers who enjoy spicy food. At this time, it is estimated that the turnover obtained by this restaurant is quite large, reaching Rp. 30,000,000 per day (According to an article written by Mia Chitra with the title of the article "Special Servings of Gacoan Noodles"). In addition to having an affordable price, Mie Gacoan already has branches in several provinces, namely Central Java, East Java, West Java, and Bali, and is developing its brand to become the number 1 (one) brand in Indonesia.

Research on the effect of product quality and facilities on customer satisfaction concludes that there is a research gap. Based on the results of research conducted by [4], [5], [6] proving that product quality had a positive and significant effect on customer satisfaction. However, this research was not in accordance with research conducted by [7], [8], and [9], which proved that product quality had no positive and significant effect on customer satisfaction.

While research conducted by [10],[11],[12], [13] concluded that facilities have a positive and significant effect on customer satisfaction. Other research conducted by [14], [15] proved a different matter where product facilities did not have a positive and significant effect on customer satisfaction.

Based on the background and research gap, this study will examine "The Influence Of Product Quality And Facilities On Customer Satisfaction At Mie Gacoan Restaurant Semarang."

LITERATURE REVIEW

Product Quality

Product quality is one of the most important things to reach the market and attract customers' attention. According [1], product quality was the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation, and repair, as well as other valuable attributes. Meanwhile, product quality was a subjective producer of something that could be offered to achieve organizational goals by fulfilling consumer needs and desires following competence, organizational capacity, and market purchasing power.[16]

There were six indicators of product quality, namely: (1) Performance, (2) Product Display (Features), (3) Conformance, (4) Durability, (5) Beauty (Aesthetics), and (6) Perceived Quality). [17]

Facility

Facilities are important, and infrastructure increases satisfaction, providing convenience, fulfilling needs, and comfort for service users. Facilities were appearance, facilities, infrastructure, and the condition of the surrounding environment in showing their existence to customers, which includes facilities such as physical (building) equipment and tools.[17]. In the research facilities have an impact on productivity," these facilities were land, buildings or buildings, available infrastructure, equipment used, and supporting devices.

There were several indicators used in this study, namely: (1) Planning, which were aspects that had to be considered in order to provoke a response from customers when they saw such as texture, color, proportion, Etc. (2) Equipment, including tables and chairs, paintings or displays, electricity available, fans available, hand washing facilities, and so on. (3) Spatial planning, such as the equipment in the room, the right placement of furniture, the design for circulation, the existence of a waiting room, Etc. (4) Light and Color Arrangement was the color used for the room. (5) Messages Conveyed Through Design were important and interrelated aspects such as the visual appearance provided, selection of colors in the room, good lighting, proper placement, and selection of images used for specific purposes, such as posters, information boards, signs, warnings, photographs, color pictures placed on location for customers. (6) Other Supporting Elements, such as free toilets, seats in the waiting room when ordering products, the existence of a prayer room or place of worship, availability of wifi, having a charger for cell phones, having parking for 2-wheelers and 4-wheelers, a place to eat and drink, and others.[18]

Customer satisfaction

Customer satisfaction is the level of customer feelings after receiving a product or service from a company. This feeling arises because customers compare the products or services they receive with the existing reality. Customer satisfaction represented the gap between the customer's expectations and performance (which was actually received). These expectations were then compared with the perceptions of the performance received by customers when consuming a given product. If customer expectations were high, but employees have poor performance, this satisfaction would not be achieved and could even disappoint customers [19]. In contrary, if the performance provided exceeded customer expectations, satisfaction would increase [20]

There were several indicators of customer satisfaction, namely: (1) Conformity of Customer Expectations, which was the level of conformity between the product expected by the customer and what was obtained by the customer. (2) Interest to Visit Again was the willingness of customers to revisit the restaurant and repurchase the available products. (3) Willingness to Make Recommendations was customers' willingness to recommend products that were already in use to other people. [21]

METHODS

Object of research

In compiling the research, the object chosen is the customer at the Mie Gacoan Kota restaurant Semarang.

Population and Sample

The population was a generalization area that consists of objects or subjects in research with certain qualities and characteristics that researchers determined to be studied and would later be concluded. The population in this study were all customers who visited the Mie Gacoan restaurant in Semarang.[22]

The sample was part of the population with characteristics and is examined in detail. This study's sampling was non-probability; all available populations had different opportunities to be sampled [22]. This method is used considering the availability of an unlimited individual population. The sampling technique used in this research is purposive; the respondents sought as samples must be based on certain criteria such as quantity, volunteerism, and others. Based on the slovin formula, the sample size is 96.04, rounded to 100 people.

Data Types and Sources

This study uses quantitative data and a value explained using numeric or numbers using statistical methods. Quantitative data in this study used a questionnaire on Mie Gacoan restaurant customers in the Semarang area who were willing to be respondents and fill out the questionnaire.

The source of data used in this research is using primary data. In this study, primary data was obtained by filling out a questionnaire the researcher gave the respondents. Respondents at Mie Gacoan Semarang restaurant customers are required to answer all the questions available in the questionnaire by selecting the answers provided. Respondents can fill out the questionnaire by giving a score that refers to the Likert scale, which has 5 (five) answer choices.

Conceptual and Operational Definitions of Variables

Table 2. Conceptual and Operational Definitions of Variables

Research variable	Concept definition	Operational definition (Indicator)
Product Quality (X1)	Product quality is subjective from the manufacturer for something that can be offered as an effort to achieve organizational goals through fulfilling customer needs and desires in accordance with the competence and capacity of the organization as well as market purchasing power. [21]	1. Performance (*performance*) 2. AppearanceProduct (Features) 3. suitability(Conformance) 4. Durability(Durability) 5. Beauty(Aesthetics) 6. Perceived Quality(Perceived Quality)
Facility (X2)	Facilities are something that has been provided by the company to be used and enjoyed by customers. [19]	1. Planning 2. Equipment 3. SetupRoom 4. Light and Color Arrangement 5. MessageWhat's Delivered Through Design 6. ElementOther Supporters.
Customer Satisfaction (Y)	Customer satisfaction represents the gap between the customer's expectations and actual performance. [21]	1. suitabilityCustomer Expectations. 2. Interest forReturn Visit. 3. WillingnessMake Recommendations.

Data Analysis Method

The analysis used in this study uses multiple linear regression analysis. Testing a hypothesis determined the strength between the independent variables on the dependent variable. This analysis is used to determine the effect of Product Quality (X1) and Facilities (X2) on Customer Satisfaction (Y). The relationship between the variables used is described as follows:

RESULTS AND DISCUSSION

Description of Respondents

The descriptions respondents used in this study are customers who have visited the Mie Gacoan restaurant in Semarang. The data obtained in this study were obtained through questionnaires distributed to 150 respondents and returned according to the target of 150 respondents. This study grouped respondents based on gender, age, occupation, monthly income, and intensity of visits to the Mie Gacoan restaurant in Semarang (see Table 3).

Table 3. Description of Respondents

Information	Category	Amount
Gender	Man	43
	Woman	107
Age	17 years to 20 years	28
	21 years to 25 years	104
	26 years to 30 years	5
	> 30 years	13
Work	Student / Student	100
	ASN	4
	Private sector employee	39
	Businessman	4
	Other	3
Monthly Income	< Rp. 1,000,000	71
	Rp. 1,000,000 to Rp. 2,000,000	37
	Rp. 2,000,001 to Rp. 4,000,000	34

	> Rp. 4,000,000	8
Visit Intensity	1 time	69
	2 – 3 Times	56
	4 – 5 Times	15
	> 6 Times	20

Source: Primary data processed, 2023

Based on Table 3, it can be seen that the number of male respondents was 43, with a percentage of 28.7%, and the number of female respondents was 107, with a percentage of 71.3%. So there were more female customers than male customers as respondents at the Mie Gacoan restaurant in Semarang.

The most age-based categories of respondents were between the ages of 21 and 25, namely 104 people, with a percentage of 69.3%. At the second level, they are aged 17 to 20 years, with a total of 28 people, with a percentage of 18.7%. Respondents aged 26 to 30 years amounted to 5 people with a percentage of 3.3%, and respondents aged over 30 amounted to 13 people with a percentage of 8.7%. So, the majority of respondents who made purchases at Mie Gacoan Semarang restaurants were respondents aged 21 to 25 years, with a percentage of 69.3%.

The most categories of respondents based on work were Students/Students, totaling 100 people with a percentage of 66.7%. The second position is the respondents who work as private employees, totaling 39 people with a percentage of 26.0%. In the third position, four respondents worked as ASNs and Entrepreneurs, with a percentage of 2.7%, and the last others were three people, with a percentage of 1.9%. It can be concluded that students are the customers who make the most purchases at the Mie Gacoan restaurant in Semarang.

Respondent category based on the monthly income of less than Rp. 1,000,000 as many as 21 people, with a percentage of 47.3%. For income Rp. 1,000,000 up to Rp. 2,000,000 as many as 37 people, with a percentage of 24.7%. While income Rp. 2,000,001 up to Rp. 4,000,000, as many as 34 people with a percentage of 22.7%, and the last respondent with an income of more than Rp. 4,000,000 as many as eight people, with a percentage of 5.3%.

In the intensity of the respondent's visits to the Mie Gacoan Semarang restaurant, the most were once, 69 people with a percentage of 43.1%. Respondents with an intensity of 2 to 3 visits were 56 people, with a percentage of 35%. Respondents with an intensity of 4 to 5 visits were 15 people, with a percentage of 9.4%, and the rest who had visited more than six times were 20 people, with a percentage of 12.5%.

Variable Description

Table 4. Respondents' Responses to Product Quality

Variable	Indicator	N	Min	Max	Means	std. Deviation
Product Quality (X1)	X1.1	150	1	5	3.79	0.813
	X1.2	150	1	5	4.05	0.805
	X1.3	150	2	5	3.94	0.788
	X1.4	150	2	5	4.03	0.727
	X1.5	150	2	5	3.81	0.872
	X1.6	150	2	5	4,13	0.726
	X1.7	150	1	5	3.79	0.797
	X1.8	150	1	5	3.83	0.918
	X1.9	150	1	5	3.69	0.926
	X1.10	150	1	5	3.89	0.886
	X1.11	150	2	5	3.95	0.850
	X1.12	150	1	5	3.89	0.856
Total					**3.90**	
Facility (X2)	X2.1	150	2	5	3.85	0.825
	X2.2	150	2	5	3.83	0.775
	X2.3	150	2	5	3.93	0.752
	X2.4	150	2	5	3.90	0.849
	X2.5	150	2	5	3.93	0.803

	X2.6	150	2	5	3.93	0.724
	X2.7	150	2	5	4.01	0.742
	X2.8	150	1	5	3.92	0.840
	X2.9	150	2	5	3.85	0.831
	X2.10	150	1	5	4,11	0.799
	X2.11	150	2	5	4.01	0.746
	X2.12	150	1	5	3.35	1,031
Total					**3.89**	
Customer Satisfaction (Y)	Y. 1	150	2	5	3.85	0.825
	Y.2	150	2	5	3.83	0.775
	Y.3	150	2	5	3.93	0.752
	Y.4	150	2	5	3.90	0.849
	Y.5	150	2	5	3.93	0.803
	Y.6	150	2	5	3.93	0.724
Total					**3.90**	

Source: Primary data that has been processed, 2023

Table 4 showed that the average total value of the Product Quality variable was 3.90, which was in the good category. The response from respondents to the Product Quality variable with the highest average value was on indicator X1.6 with the question "the portion provided by the Mie Gacoan Semarang restaurant is just right (not too much or not too little)," which was equal to 4.13. While the lowest average value was on the X1.9 indicator, which was equal to 3.69 with the question "Mie Gacoan Semarang restaurants have attractive product packaging." In the Facility variable (X2), the average total value was 3.89, which was in the good category. Responses from respondents to the Facility variable that had the highest average value, namely the X2 indicator 10 with the question, "Product images clearly stated on the menu make it easier for customers to order products," which equals 4.11. While the lowest average value was on the X2.12 indicator, which wass equal to 3.35, with the question, "Mie Gacoan Semarang restaurants provide ashtrays on each table to make it easier for customers who smoke and always clean it after the customer leaves the table." In the Customer Satisfaction Variable (Y), the average total value of the Customer Satisfaction variable was 3.90, which was included in the good category. The response from respondents to the Facilities variable that had the highest average value was Y.5 with the question "willing to recommend products from the Mie Gacoan Semarang restaurant to other people/families" that was equal to 3.93. While the lowest average value was in indicator Y.2, which is equal to 3.

Validity test

Table 5. Validity Test

Variable	KMO	Leading Factor		Information
		Items	Component Matrixa	
Product quality (X1)	0.931	X1.1	0.822	Valid
		X1.2	0.734	Valid
		X1.3	0.729	Valid
		X1.4	0.799	Valid
		X1.5	0.760	Valid
		X1.6	0.659	Valid
		X1.7	0.815	Valid
		X1.8	0.749	Valid
		X1.9	0.698	Valid
		X1.10	0.668	Valid
		X1.11	0.718	Valid
		X1.12	0.753	Valid
Facility (X2)	0.917	X2.1	0.768	Valid
		X2.2	0.691	Valid

		X2.3	0.785	Valid
		X2.4	0.786	Valid
		X2.5	0.753	Valid
		X2.6	0.799	Valid
		X2.7	0.764	Valid
		X2.8	0.711	Valid
		X2.9	0.749	Valid
		X2.10	0.668	Valid
		X2.11	0.698	Valid
		X2.12	0.643	Valid
Customer satisfaction (Y)	0.893	Y. 1	0.840	Valid
		Y.2	0.783	Valid
		Y.3	0.881	Valid
		Y.4	0.782	Valid
		Y.5	0.895	Valid
		Y.6	0.868	Valid

Source: Primary data that has been processed, 2023

Based on Table 5, the validity test results on each variable showed a KMO value of more than 0.05. It meant that the sample used for research was sufficient so that further analysis could be carried out. In the table above, all indicators for each variable had a loading factor value of > 0.45, so it could be concluded that all indicators were valid.

Reliability Test

Table 6 Reliability Test

Variable	Cronbach Alpha	Information
Product Quality (X1)	0.925	Reliable
Facility (X2)	0.920	Reliable
Customer Satisfaction (Y)	0.918	Reliable

Source: Primary data that has been processed, 2023

In Table 6, it can be seen that all variables have Cronbach Alpha values > 0.70. The test results showed that the product quality variable had a value of 0.925, the facilities variable was 0.920, and the customer satisfaction variable was 0.918. It is concluded that the questionnaire proposed in this study was reliable. Thus, the variables used were considered feasible as research benchmarks.

Coefficient of Determination (Test R2)

Table 7. Termination Coefficient Test

Model	R	R Square	Adjust R Square	std. Error of the Estimate	Durbin-Watson
1	0.848a	0.719	0.716	2,097	1,831

Source: Primary data processed, 2023

Based on the Table 7 test, the coefficient of determination (R2) using Adjusted R Square was 0.716. It meant the Product Quality and Facilities variable could explain the Customer Satisfaction variable by 71.6%. In comparison, the remaining 28.4% was explained by other variables that were not observed.

Simultaneous Test (Test F)

Table 8. Simultaneous Test Results (Test F)

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1658,672	2	829,336	188,518	0.000a
	residual	646,688	147	4,399		
	Total	2305,360	149			

Source: Primary data processed, 2023

Based on Table 8, the F value was 188.518 with a significance value of 0.000, so the Product Quality and Facilities variables together significantly affected Customer Satisfaction, which was likely feasible for further analysis.

Multiple Linear Regression Analysis

Table 9. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	2.107	1.166		1,807	0.073
	Product quality	0.164	0.045	0.296	3,606	0.000
	Facility	0.310	0.044	0.583	7.102	0.000

Source: Primary data that has been processed, 2023

Based on the results of the multiple linear regression analysis in Table 9, the regression equation could be compiled as follows:

$$Y = 2.107 + 0.296 X1 + 0.583 X2 + e \tag{1}$$

The multiple linear regression equation results could be interpreted as follows: (1) a constant value of 2.107 stated that when the independent variables, namely product quality, and facilities, were considered zero, customer satisfaction was worth 2.107. (2) Product Quality coefficient value of 0.296 which was positive on Customer Satisfaction, indicated that product quality affected the level of customer satisfaction at Mie Gacoan Semarang restaurants by 29.6%. (3) Coefficient value facility of 0.583, which had a positive value on Customer Satisfaction; this showed that the Facility variable had an influence of 58.3% on customer satisfaction.

Hypothesis Test (t-test)

A hypothesis test (t-test) is a test used to test the effect of each independent/independent variable (Quality of Products and Facilities) on the dependent/dependent variable (Customer Satisfaction). If the sig value <0.05, then partially, the independent variable significantly affects the dependent variable. Based on table 4.11 can be explained as follows:

1. Hypothesis 1: Product Quality positively and significantly affected Customer Satisfaction.
   The Product Quality Variable had a sig value of 0.000; it meant that the product quality variable significantly influenced customer satisfaction. While the coefficient value was 0.296 (positive), which showed the direction of a positive relationship to customer satisfaction. So it can be concluded that the hypothesis which stated "Product Quality has a positive and significant effect on Customer Satisfaction" is Accepted.
2. Hypothesis 2: Facilities positively and significantly affected customer satisfaction.
   The facility variable had a sig value of 0.000; it meant that the product quality variable significantly influenced customer satisfaction. While the coefficient value was 0.583 (positive), it showed the direction of a positive relationship to customer satisfaction. So it can be concluded that the hypothesis which stated "Facilities have a positive and significant effect on Customer Satisfaction" is Accepted.

DISCUSSION

The results of the study regarding the effect of product quality and facilities on customer satisfaction at Gacoan Noodle Houses in Semarang will be further analyzed as follows:

Product Quality has a positive and significant effect on Customer Satisfaction.

Based on the results of hypothesis testing showed that product quality had a positive and significant influence on customer satisfaction. It was supported by the analysis of the variable description, which showed that most of the product quality variable indicators had a total average value of 3.90. One indicator with the highest average value was "the portion provided by the Mie Gacoan restaurant Semarang just right (not too much or not too little)," which was 4.13. These results indicated that the product quality variable provided by the Mie Gacoan Semarang restaurant to customers was classified as very good. The results of this study are supported by previous research which prove that product quality has a positive and significant effect on customer satisfaction. [4] [5] [6]

Product facilities have a positive and significant effect on customer satisfaction.

Based on the hypothesis testing results, facilities had a positive and significant influence on customer satisfaction. It was supported by the results of the variable description analysis, which showed that most facility variable indicators

had a total average value of 3.89. One of the indicators with the highest score was the question, "Product images clearly stated on the menu make it easier for customers to order products," which equals 4.11. These results indicated that the facilities provided by Mie Gacoan Semarang restaurants were complete to make it easier for customers to use them immediately.

The results of this study are supported by previous research which prove that facilities have a positive and significant effect on customer satisfaction. [10] [11] [12][13]

CONCLUSIONS

Based on the results of the research analysis that has been carried out, the following conclusions are obtained:
1. Product quality positively and significantly affected customer satisfaction at Mie Gacoan restaurants in Semarang.
2. Facilities (X2) positively and significantly affected customer satisfaction at the Mie Gacoan Semarang restaurant.

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