

Research Article

Nur Fharadillah Marzettih Askari¹, Anwar², Muhammad Ilham Wardhana³, Muhammad Ichwan Musa⁴,
Zainal Ruma⁵

The Effect of Service Quality on Customer Satisfaction in Purchasing Maryam Ibu Bread in Makassar

Nur Faradillah Marzettih Askari: University State of Makassar, Indonesia; Fharadillah19@email.com

Anwar: University State of Makassar, Indonesia; anwar@unm.ac.id

Muhammad Ilham Wardhana: University State of Makassar, Indonesia; ilham.wardhana@unm.ac.id

Muhammad Ichwan Musa: University State of Makassar, Indonesia; ichwan.musa71@gmail.com

Zainal Ruma: University State of Makassar, Indonesia; zainalruma@unm.ac.id

Received: August 2, 2023; **Accepted:** August 12, 2023; **Online:** August 15, 2023. | DOI: <https://doi.org/10.47353/ijema.v1i3.38>

Abstract: *This study aims to analyze the effect of service quality on consumer satisfaction of Roti Maryam Ibu. The variables in this study are service quality (X) and customer satisfaction (Y). The method used in this study uses quantitative methods. Data collection techniques in this study used questionnaire media with the Likert method. The population in this study are customers from Roti Maryam Ibu. The sampling technique uses the Lemeshow formula with a sample of 88 consumers. The data analysis method used is descriptive analysis and simple linear regression analysis using SPSS to see the effect of the independent variables on the dependent variable, the significance value of the service quality variable is obtained at 0, 00 indicates that the independent variable has a positive and significant effect on the dependent variable with a significance value of $0.00 < 0.05$. This study shows that the service quality variable has a positive coefficient regression direction with customer satisfaction. The results of the analysis show that there is an influence of service quality on customer satisfaction.*

Keywords: *Effect, Service quality, customer satisfaction*

Introduction

The culinary business is one of the most widely run businesses to date. Culinary is one of the cultural products that is closely related to Indonesian society, because apart from the main function of food ingredients as meeting basic needs, culinary also has philosophical historical values. Maryam bread is one of the many types of bread adapted by several countries, such as Singapore, Malaysia, Europe, Myanmar and Indonesia. India's Paratha Flatbread has been adapted by the Myanmar state to become Hut Thayar Palata or better known as palata is a Burmese Cuisine-style flatbread. The maryam bread business in Indonesia is classified as a business with quite good potential. Maryam bread for the community is indeed very familiar and thick, so this food is always never absent to accompany us in carrying out our community's daily activities. Maryam bread is now present in the community and is served in various places. As a business that has responsibility for the culinary aspect, Roti Maryam Ibu must be responsive to customer complaints such as delays in delivery of orders and a selling system for Roti Maryam Ibu that is not ready. As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008). As a business that has responsibility for the culinary aspect, Roti Maryam Ibu must be responsive to customer complaints such as delays in delivery of orders and a selling system for Roti Maryam Ibu that is not ready. As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is

required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008). As a business that has responsibility for the culinary aspect, Roti Maryam Ibu must be responsive to customer complaints such as delays in delivery of orders and a selling system for Roti Maryam Ibu that is not ready. As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008). Roti Maryam Ibu must be responsive to customer complaints such as delays in delivery of orders and the sales system for Roti Maryam Ibu is not ready. As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008). Roti Maryam Ibu must be responsive to customer complaints such as delays in delivery of orders and the sales system for Roti Maryam Ibu is not ready. As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008). As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008). As time goes by, there are more and more different customer wishes for Roti Maryam Ibu, which makes customers very vulnerable to change, so Roti Maryam Ibu is required to keep up with changing customer desires continuously. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers (Kotler and Armstrong, 2008).

In 2021 Roti Maryam Ibu has the following sales data:

Table 1. Maryam Mother Bread Sales Data for 2021 & 2022

Month (2021)	Total Sales	Month (2022)	Total Sales
January	120 pieces	January	240 pieces
February	150 pieces	February	220 pieces
March	180 pieces	March	300 pieces
April	140 pieces	April	480 pieces
May	450 pieces	May	150 pieces
June	90 pieces	June	120 pieces
July	180 pieces	July	280 pieces
August	60 pieces	August	150 pieces

Month (2021)	Total Sales	Month (2022)	Total Sales
September	150 pieces	September	340 pieces
October	390 pieces	October	100 pieces
November	120 pieces	November	300 pieces
December	120 pieces	December	350 pieces

Source : *Maryam Mother's Bread, 2021*

Based on Table 1.1, it can be seen that in 2021 the total sales of Roti Maryam Ibu will be 2,150 pieces of Roti Maryam. The biggest sales received by Roti Maryam Ibu were in May with a total sale of 450 pieces of Roti Maryam. 60 pieces of maryam bread. In 2022 the total sales of Roti Maryam Ibu are 3,030 pieces maryam bread. The biggest sales received by Roti Maryam Ibu were in April with total sales of 480 pieces Roti Maryam this is because April is Eid al-Fitr so there is a spike in sales that month, while the smallest sales are in October with total sales of 100 pieces maryam bread. This is certainly a challenge for Roti Maryam Ibu to provide good service, so as to provide satisfaction for its customers.

Literature Review

Service quality

The customer's perception of quality is something that is difficult to understand, even the understanding of quality is often misinterpreted as something good, luxury, privilege, or something that has quality. The difficulty of research on quality is felt to be more severe, considering that customer perceptions in assessing quality are very subjective.

According to Lesmana & Ratnasari (2019) defining service quality is a concept that accurately represents the core of the performance of a service, namely a comparison of excellence (reliability) and sales counters carried out by customers. Service quality is also influenced by many factors. These factors are generally to set standards and develop high service quality. there are two main factors that affect service quality According to (Ratminto, 2018), namely:

1. Expected service.
2. Perceived/perceived service.

Customer Satisfaction

Customer satisfaction is a post-purchase evaluation in which the chosen alternative at least equals or exceeds customer expectations, while dissatisfaction arises when the results (outcomes) do not meet expectations. For this reason, companies must maintain customer satisfaction (Indahingwati, 2019). Kotler and Keller (in Dewanti and Hilman, 2014) define customer satisfaction as the level of one's feelings as a result of a comparison between reality and expectations received from a product or service.

In evaluating customer satisfaction with certain company products and services, customers generally refer to several factors. There are five main factors that must be considered by the company in determining the level of customer satisfaction according to (Anang, 2018), namely:

1. Product Quality, customers will be satisfied if the products they use are of high quality. In this case a good product will provide added value in the minds of customers.
2. Price, products that have the same quality but set relatively low prices will provide higher value to their customers.

3. Service Quality, customers will be satisfied if they get good service or as expected. Satisfied customers will show the possibility to buy the same product again. Satisfied customers tend to give a perception of the company.
4. Emotional Factors, customers will feel proud and gain confidence that other people will be amazed by using products with brands from companies that already have a good image in the minds of the public and this will tend to have a higher level of satisfaction.
5. Convenience, customers will feel satisfied if the product they use is not difficult to use. This will provide added value for the company to its products.

Population and Sample

a. Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by certain research determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018). The population of this research is Bread Maryam Ibu Customers in Makassar City.

b. Sample

According to statistics, the sample is part of the population. Samples taken from the study population must be representative (representative). If the number of samples is not representative, then the research results cannot represent the population. In determining the sample size, the authors use the Lemeshow formula. The Lemeshow formula is used because the population is unknown or unlimited (infinite population). The Lemeshow formula is as follows:

$$n = \frac{z^2 P(1 - P)}{d^2}$$

Information:

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = sampling error = 10%

Through the above formula, the number of samples to be used is calculated as follows:

$$n = \frac{z^2 P(1-P)}{d^2} \quad n = \frac{1.96^2 \cdot 0,5 (1-0,5)}{0,1^2} \quad n = \frac{3,8416 \cdot 0,25}{0,01^2} \quad n = 96,04$$

By using the Lemeshow formula above, the sample value (n) obtained is 96.04 or 96 people.

Classical Assumption Test

a. Validity test

It is the degree of certainty between the data that occurs in the research object and the data that can be obtained by researchers (Sugiyono, 2018). Validity test is useful to find out whether there are questions in the questionnaire that must be discarded/replaced because they are considered irrelevant (Umar, 2005).

b. Reliability Test

The reliability test is used to propose how far an instrument provides consistent measurement results, if the measurement is carried out repeatedly, a measuring instrument or instrument in this case

in the form of a questionnaire must meet the validity and reliability requirements so that the data obtained from the measurement will then be used in the process. hypothesis testing did not yield misleading results.

c. Normality test

Normality test is a test that is carried out with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. The normality test is useful for determining the data that has been collected is normally distributed or taken from the normal population.

d. Simple Regression Analysis

Simple regression analysis is used to determine a change in one variable with another variable. In this case regression is also performed to determine customer satisfaction Y caused by service quality X.

Results and Discussion

Table 2. Service Quality Variable (X)

No.	STATEMENT	ANSWER				AMOUNT	SCORE	KET.
		SS	S	TS	STS			
Reliability								
X.1	Statement 1	76	20	0	0	96	384	st
X.2	Statement 2	60	36	0	0	96	348	st
X.3	Statement 3	75	21	0	0	96	363	st
X.4	Statement 4	91	5	0	0	96	379	st
Responsiveness								
X.5	Statement 5	74	22	0	0	96	362	st
X.6	Statement 6	55	41	0	0	96	343	st
X.7	Statement 7	84	12	0	0	96	372	st
X.8	Statement 8	60	36	0	0	96	348	st
Guarantee								
X.9	Statement 9	76	20	0	0	96	364	st
X.10	Statement 10	60	36	0	0	96	348	st
X.11	Statement 11	75	21	0	0	96	363	st
X.12	Statement 12	91	5	0	0	96	379	st
X.13	Statement 13	74	22	0	0	96	362	st
X.14	Statement 14	84	12	0	0	96	372	st
Empathy								
X.15	Statement 15	74	22	0	0	96	362	st
X.16	Statement 16	55	41	0	0	96	343	st
X.17	Statement 17	84	12	0	0	96	372	st
X.18	Statement 18	60	36	0	0	96	348	st
Physical Evidence (Tangible)								
X.19	Statement 19	76	20	0	0	96	364	st
X.20	Statement 20	60	36	0	0	96	348	st
X.21	Statement 21	75	21	0	0	96	363	st
X.22	Statement 22	91	5	0	0	96	379	st
AMOUNT		1610	502	0	0	2112	7966	st
AVERAGE		73.181882	22.8181	0	0	96	362.090909	

Source: Questionnaire data processed in 2023

Based on table 4.5, it can be seen that the statement item on the service quality variable that gets the highest score is X1.1 with the statement "Maryam Roti Business has the ability to process the Maryam bread menu served" obtaining a score of 384 which is included in the very high category (ST).

The following is the result of the response from the customer satisfaction variable:

Table 4.1 Customer Satisfaction Variables

NO	QUESTION	ANSWER				AMOUNT	SCORE	KET.
		SS	S	TS	STS			
Y. 1	Statement 1	73	23	0	0	96	361	st
Y1.2	Statement 2	75	21	0	0	96	363	st
Y1.3	Statement 3	90	6	0	0	96	378	st
Y1.4	Statement 4	75	21	0	0	96	363	st
AMOUNT		313	71	0	0	384	1465	st
AVERAGE		78.25	17.75	0	0	96	366.25	

Source: Questionnaire data processed in 2023

Based on table 4.6 above, it can be seen that the question item on the customer satisfaction variable that gets the highest score is the question item on the customer satisfaction indicator. The statement item that gets the highest score is statement item Y1.3 with the item statement "I feel satisfied with safety, comfort cleanliness of the restaurant" got a score of 378 where this mother's bread really guarantees safety, comfort, and also cleanliness in her restaurant. Then for the statement items that get the lowest score, namely the statement item Y1.1 with the statement "Overall, I am satisfied with the speed and accuracy of the service" with a score of 361 however, this statement is in the very high category,

Partial Test (t-test)

Table 4.2 Partial Test Results (t-test)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	.405	1690		.239	.811
	TOTALX1.1_X1.22	.179	.020	.672	8,801	.000

a. Dependent Variable: TOTALLY

Source: Questionnaire data processed 2023, SPSS Version 26

It is known that the tcount value of Service Quality is 8.801 which is greater than the ttable which is 1.66105. So it can be concluded that H1 is accepted to have a positive and significant effect.

Conclusion

This research has been interpreted and analyzed, so in this chapter the authors can draw conclusions that are the core of the research that has been carried out, namely:

1. Service Quality has a positive and significant effect on customer satisfaction in purchasing Maryam Mother Bread in Makassar.
2. Based on the results of research on customer satisfaction carried out on the Makassar mother's bread as a whole, the influence between service quality that is in accordance with the standards and being able to

process the menu set by the mother Maryam bread is in accordance with the service criteria on customer satisfaction is sufficient strong. This is based on the fact that Roti Maryam Ibu is able to have a direct impact on service quality, namely in the field of Reliability, where Roti Maryam Ibu employees already have the ability to process the Maryam Roti menu that has been served. And supported by the concept that has been owned by Roti Maryam Ibu, this has attracted customer satisfaction to make a purchase.

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