



## The Impact of Product Quality and Customer Satisfaction on Customer Loyalty of Pempek 888 Taman Kenten Palembang

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### ARTICLE INFO

#### Article history:

Received: Mar 15, 2022

Revised: Apr 26, 2022

Accepted: May 30, 2022

#### Keywords:

*product quality, customer satisfaction, customer loyalty*

### ABSTRACT

This study was conducted to determine the effect of product quality (X1) and customer satisfaction (X2) on customer loyalty (Y) Pempek 888 Restaurant Taman Kenten Palembang. This study uses a descriptive qualitative method with a sample of 98 respondents and consists of 32 statements calculated using SPSS ver.25. The results showed Product Quality with a mean of 3.70 in the very good category, Customer Satisfaction with a mean of 3.72 in the very good category, and Customer Loyalty with a mean of 3.54 in the very good category. Product Quality has a low relationship with Customer Loyalty. Customer Satisfaction has a low relationship with Customer Loyalty. Product Quality (X1) has an influence on Customer Loyalty (Y) by 15.6% and the remaining 84.4% is influenced by other factors not examined in this study. Customer Satisfaction (X2) has an effect on Customer Loyalty (Y) of 12.9% and the remaining 87.1% is influenced by other factors not examined in this study. Product Quality and Customer Satisfaction together affect Customer Loyalty.

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## 1. Introduction

The implementation of the Large-Scale Social Restriction Policy (PSBB) began in Jakarta on April 10, 2020 to prevent the transmission of the Corona virus. The implementation of PSBB in 2020 by the government will indirectly have a large enough impact on all industrial and community activities in Indonesia. Only a few industries were able to survive the Covid-19 pandemic, such as the gas, electricity, clean water, agriculture, livestock, plantation, fisheries, automotive and banking industries. It also impacts on the human resources psychologically because some unpredictable changes in people's way of life, such as wearing mask daily, having online class and working from home. Many people were not ready and therefore got easily stressed (Otniel and Outri, 2019; Simanjuntak and Fitriana, 2020).

According to a survey conducted by the Central Statistics Agency (BPS) shows that the majority of business actors have experienced a decline since the Covid-19 pandemic. The Covid-19 pandemic has greatly affected all sector activities in Indonesia. It can be seen from the data above that there are 6 highest sectors affected by the pandemic, including the food and beverage (Food & Beverage) industry, both the packaged food and beverage processing industry as well as restaurants, cafes, and catering which have also experienced serious impacts due to the Covid-19 pandemic. During this pandemic, several rules emerged, such as restrictions on eating at places, bans on gatherings, restaurant closing times that have been determined by the government, to not allowing takeaways. This has caused several food and beverage business sectors to experience a decline in sales and even a few have chosen to close. But there are still those who choose to survive during this pandemic considering that the food and beverage industry is something that is urgently needed as the main need for all human beings.

Along with the transition period after the Covid-19 pandemic, especially in 2021, the Ministry of Industry encourages food and beverage industry players to welcome public consumption which is likely to increase after this vaccine. This sector is expected to grow positively in 2021, considering that food and beverage products are very much needed by the community. It can also be seen that the data above shows a



significant growth of 21.58 percent in the accommodation and food and drink supply sector in the second quarter of 2021 compared to the previous year, which was -21.97 percent.

The impact of the pandemic on the food and beverage industry sector is not only felt in the capital city but also in various regions in Indonesia, including the sales of regional specialties. With the data and notifications from the government regarding the increase in public consumption, local food business actors have begun to rise from this condition. At this time it seems that people are starting to do a lot of consideration and attention in choosing the food and drinks they consume, such as on the cleanliness of the place, food hygiene, food processing itself, and others. This shows that people's consumption patterns are starting to change. With the change in the consumption style of today's society where people make product quality a top priority regarding what they will consume. This is a big challenge for food and beverage business actors such as in the regions so that they can continue to maintain business by always maintaining the quality of the products they produce and sell so that customers can feel satisfied with what they get and this will usually make customers happy. customers are loyal like they do not hesitate to make repeat purchases at the business.

One of the affected areas is South Sumatra, precisely in the city of Palembang. As in the restaurant business that sells food and souvenirs typical of the city of Palembang. The city of Palembang is known by most people as the city of pempek because there are not a few business people who sell this food. In Palembang itself, many Pempek restaurants have sprung up, for example Pempek 888 Taman Kenten, Pempek Nony 168, Pempek Banyan, Pempek Ek Dempo 103, Pempek Candy, Pempek Lenny, Pempek Vico, Pempek Saga, Pempek Wawa, Pempek Famous and others.

One restaurant that has lasted a long time and is quite famous is Pempek 888 Taman Kenten restaurant in Palembang. This restaurant is also one of the places to eat that has survived during the pandemic. This restaurant is a restaurant that not only sells pempek but also sells Palembang souvenirs.

This restaurant is one of the restaurants that is able to survive in the midst of the pandemic situation until now and is able to compete with its competitors. Today's business competition is a challenge as well as a threat for all business actors. One of the important factors in competing today is no exception in the aspect of product quality which plays a role in winning consumers. Pempek Restaurant 888 Taman Kenten Palembang continues to follow directions and policies from the government to continue to run its business by prioritizing the health and safety of both employees and customers.

In the current situation, innovation and attention are needed from business actors, including Pempek 888 Taman Kenten Restaurant in Palembang to combine business strategies with health protocols recommended by the Indonesian government. Circumstances like this will greatly affect the choice of customers in choosing a product so that customers can feel satisfied and customer loyalty is maintained. Based on this, researchers are interested in revealing how the influence of product and satisfaction on customer loyalty at Pempek 888 Taman Kenten Restaurant in Palembang.

## 2. Literature Review

According to Kotler and Armstrong, (2008), product quality is a potential strategic weapon to beat competitors. The ability of a quality product to perform a variety of functions including durability, reliability, accuracy, and ease of use. According to Garvin in Umar (2002:36) suggests that product quality is the ability of a product to carry out its functions. Tjiptono (2012:121) suggests that quality is a direct description of a product such as performance, reliability, ease of use, aesthetics, and so on. Meanwhile, according to Handoko (2002: 23), product quality is a condition of an item based on an assessment of its conformity with predetermined measuring standards. The more according to the standards set, the more quality the product will be judged so that it will bring customer satisfaction.

Tjiptono (2015:146) explains that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions of the performance (results) of a product with their expectations. Saladin (2003:9) says that customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (results) of a product and his expectations. According to Irawan (2008:3) customer satisfaction is the result of the accumulation of consumers or customers in using products and services. Customers are satisfied if after buying the product and using the product, it turns out that the quality of the product is good. Kotler and Keller (2012) state that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). Fandy Tjiptono and Gregorius Chandra (2016) there are 7 factors that influence customer satisfaction



including product, price, promotion, location, service, facilities, atmosphere. In other words, if the customer is satisfied with the goods or services offered, it will result in customer loyalty.

Hasan (2008:83), customer loyalty is a person who buys, especially those who buy regularly and repeatedly. According to Griffin (2009) argues that a consumer is said to be loyal or loyal if the consumer shows buying behavior on a regular basis or there is a condition requiring consumers to buy at least twice in a certain time interval. Meanwhile, according to Priansa (2017) customer loyalty is a long-term customer commitment, which is implemented in the form of behavior and loyal attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers. where it will affect the existence of the company. This loyalty leads to repeat purchases, an economy and an increasing proportion of spending. According to Hasan (2014) there are eight factors that influence customer loyalty including Customer Satisfaction, Service Quality, Brand Image, Perceived Value, Trust, Customer Relationship, Switching Cost, Reliability.

Based on the theoretical study above, the researcher formulated the research hypothesis as follows:

- H0: There is no effect of product quality on customer loyalty at Pempek 888 Taman Kenten Palembang restaurant;
- H1: The influence of product quality on customer loyalty at Pempek 888 Taman Kenten Palembang restaurant;
- H0: There is no influence of customer satisfaction on customer loyalty at Pempek 888 Taman Kenten Palembang restaurant;
- H2: The influence of customer satisfaction on customer loyalty at Pempek 888 Taman Kenten Palembang restaurant;
- H0: There is no influence of product quality and customer satisfaction on customer loyalty Pempek 888 Taman Kenten Palembang.
- H3: The influence of product quality and customer satisfaction on customer loyalty Pempek 888 Taman Kenten Palembang

### **3. Reseach Method**

This study uses a descriptive quantitative approach. According to Sugiyono (2013:13) Quantitative Research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing the established hypothesis. The subject of this research is Pempek 888 Palembang while the object of the research is the customer of Pempek 888 Restaurant Taman Kenten Palembang. The population of this study were visitors to Pempek 888 Restaurant Taman Kenten Palembang while the sample based on the calculation of sampling using the slovin formula amounted to 98 customers who became respondents. The data collection technique used a questionnaire which was then calculated quantitatively using SPSS ver. 25 on the independent variables of this study, namely Product Quality (X1) and Customer Satisfaction (X2) with the dependent variable of this research is Customer Loyalty (Y).

### **4. Results and Discussion**

Based on the results of a questionnaire distributed directly on November 22, 2021 – November 30, 2021 to customers of Pempek 888 Taman Kenten Palembang Restaurant, to 98 respondents. the data obtained and calculations have been carried out using SPSS ver.25 as follows.

#### **4.1 Validity test**

##### **a. Product Quality Variable Validity Test (X1)**

Based on the results of calculations on the questionnaire, all statement items Variable X1 has a value of  $r(\text{count})$  greater than  $r(\text{table})$  which is 0.1671. So it can be concluded that from 18 statements of Variable X1 (Product Quality), all statement items are declared VALID according to the basis for decision making in the validity test, namely if  $r(\text{count}) > r(\text{table})$  then the statement is declared VALID, so it deserves further analysis. .

##### **b. Customer Satisfaction Variable Validity Test (X2)**

Based on the results of calculations on the questionnaire, all statement items Variable X2 has a value of  $r(\text{count})$  greater than  $r(\text{table})$  which is 0.1671. So it can be concluded that from the 6 statements of Variable X2 (Customer Satisfaction), all statement items are declared VALID according to the decision making in the

validity test, namely if  $r(\text{count}) > r(\text{table})$  then the statement is declared VALID, so it deserves further analysis.

**c. Loyalty Variable Validity Test (Y)**

Based on the results of calculations on the questionnaire, all statement items Variable Y has a value of  $r(\text{count})$  greater than  $r(\text{table})$  which is 0.1671. So it can be concluded that from the 8 statements of Variable Y (Customer Loyalty), all statement items are declared VALID according to the decision making in the validity test, namely if  $r(\text{count}) > r(\text{table})$  then the statement is declared VALID, so it deserves further analysis.

**4.2 Reliability Test**

**a. Product Quality Variable Reliability Test (X1)**

Cronbach's Alpha value for Product Quality Variable (X1) shows a value of 0.721, then according to Cronbach's Alpha criteria if the value is 0.61 - 0.80 then it is included in the "Reliable or Acceptable" criteria.

**b. Customer Satisfaction Variable Reliability Test (X2)**

The value of Cronbach's Alpha on the Customer Satisfaction Variable (X2) shows a value of 0.869, then according to the Cronbach's Alpha criteria if the value is 0.81 - 1.00 then it is included in the "Very Reliable or Excellent" criteria.

**c. Customer Loyalty Variable Reliability Test (Y)**

The value of Cronbach's Alpha on the Customer Loyalty Variable (Y) shows a value of 0.841, then according to the Cronbach's Alpha criteria if the value is 0.81 - 1.00 then it includes the "Very Reliable or Excellent" criteria.

**d. Descriptive Statistical Analysis of Product Quality Variables (X1)**

Based on the results of calculations on the results of the questionnaire on statement 1 Variable X1 Product Quality, Sub Variable Color shows that respondents who strongly disagree and disagree on statement 1 are 0% (0 respondents), agree 45.9% (45 respondents), and strongly agree 54.1% (53 respondents). It can be concluded that customers STRONGLY AGREE to statement 1 because the color of pempek is not dark, so customers are interested in consuming it.

The results of the questionnaire on statement 2 Variable X1 Product Quality, Sub Variable Color indicate that respondents who strongly disagree and disagree on statement 2 are 0% (0 respondents), agree 49.0% (48 respondents), and strongly agree 51% (50 respondents). It can be concluded that the customer STRONGLY AGREE to statement 2 because the color of pempek looks good so that it increases the customer's appetite.

The results of the questionnaire on statement 3 Variable X1 Product Quality, Sub Variable Appearance shows that respondents who strongly disagree and disagree on statement 3 are 0% (0 respondents), agree 60.2% (59 respondents), and strongly agree 39.8% (39 respondents). It can be concluded that the customer AGREE to statement 3 because the pempek at Pempek Restaurant 888 Taman Kenten Palembang is served neatly.

The results of the questionnaire on statement 4 Variable X1 Product Quality, Sub Variable Appearance indicate that respondents who strongly disagree and disagree on statement 4 are 0% (0 respondents), agree 15.3% (15 respondents), and strongly agree 84.7% (83 respondents). It can be concluded that customers STRONGLY AGREE to statement 4 because Pempek at Pempek 888 Taman Kenten Palembang Restaurant, served.

The results of the questionnaire on statement 5 Variable X1 Product Quality, Sub Variable Portion indicate that respondents who strongly disagree and disagree on statement 5 are 0% (0 respondents), agree 17.3% (17 respondents), and strongly agree 82.7% (81 respondents). It can be concluded that customers STRONGLY AGREE to statement 5 because the portion of pempek is in accordance with the standard.

The results of the questionnaire on statement 6 Variable X1 Product Quality, Sub Variable Portion indicate that respondents who strongly disagree and disagree on statement 6 are 0% (0 respondents), agree 18.4% (18 respondents), and strongly agree 81.6% (80 respondents). It can be concluded that customers STRONGLY AGREE to statement 6 because the size of pempek is in accordance with the standard.

The results of the questionnaire on statement 7 Variable X1 Product Quality, Sub Variable Form indicate that respondents who strongly disagree and disagree on statement 7 are 0% (0 respondents), agree 43.9% (43 respondents), and strongly agree 56.1% (55 respondents). It can be concluded that the customer STRONGLY AGREE to the statement 7

The results of the questionnaire on statement 8 Variable X1 Product Quality, Sub Variable Form indicate that respondents who strongly disagree and disagree on statement 8 are 0% (0 respondents), agree



16.3% (16 respondents), and strongly agree 83.7 % (82 respondents). It can be concluded that the customer STRONGLY AGREE to statement 8 because the shape of pempek is convincing with a clear size.

The results of the questionnaire on statement 9 Variable X1 Product Quality, Sub-Variable Temperature showed that respondents who strongly disagreed with statement 9 were 0% (0 respondents), disagreed 1.0% (1 respondent), agreed 45.9% (45 respondents), and strongly agree 53.1% (52 respondents). It can be concluded that customers STRONGLY AGREE with statement 9 because the temperature of boiled pempek at Pempek 888 Taman Kenten Palembang is suitable when it is not hot.

The results of the questionnaire on the statement 10 Variable X1 Product Quality, Sub-Variable Temperature indicate that respondents who strongly disagree and disagree on statement 10 are 0% (0 respondents), agree 23.5% (23 respondents), and strongly agree 76.5 % (75 respondents). It can be concluded that customers STRONGLY AGREE with statement 10 because the temperature of the fried pempek at Pempek 888 Taman Kenten Palembang is suitable when it is still hot.

The results of the questionnaire on statement 11 Variable X1 Product Quality, Sub Texture Variables indicate that respondents who strongly disagree and disagree on statement 11 are 0% (0 respondents), agree 36.7% (36 respondents), and strongly agree 63.3 % (62 respondents). It can be concluded that customers STRONGLY AGREE to statement 11 because the texture of the pempek at Pempek Taman Kenten Palembang Restaurant is chewy so it is suitable for consumption.

The results of the questionnaire on statement 12 Variable X1 Product Quality, Sub-Variable Texture indicate that respondents who strongly disagree and disagree on statement 12 are 0% (0 respondents), agree 34.7% (34 respondents), and strongly agree 65.3 % (64 respondents). It can be concluded that customers STRONGLY AGREE to statement 12 because the texture of the pempek at Pempek 888 Palembang Restaurant fits perfectly in the mouth.

The results of the questionnaire on the statement 13 Variable X1 Product Quality, Sub Variable Aroma shows that respondents who strongly disagree and disagree on statement 13 are 0% (0 respondents), agree 33.7% (33 respondents), and strongly agree 66.3 % (65 respondents). It can be concluded that customers STRONGLY AGREE to statement 13 because the smell of pempek at Pempek Taman Kenten Palembang Restaurant has a unique and appetizing taste.

The results of the questionnaire on statement 14 Variable X1 Product Quality, Sub Variable Aroma shows that respondents who strongly disagree and disagree on statement 14 are 0% (0 respondents), agree 1.0% (1 respondent), and strongly agree 99% (97 respondents). It can be concluded that customers STRONGLY AGREE to statement 14 because the smell of pempek at Pempek Taman Kenten Palembang Restaurant does not smell bad.

The results of the questionnaire on statement 15 Variable X1 Product Quality, Sub-variable Maturity Level indicate that respondents who strongly disagree and disagree on statement 15 are 0% (0 respondents), agree 16.3% (16 respondents), and strongly agree 83, 7% (82 respondents). It can be concluded that customers STRONGLY AGREE to statement 15 because all pempek at Pempek Taman Kenten Palembang Restaurant is guaranteed to be cooked.

The results of the questionnaire on statement 16 Variable X1 Product Quality, Sub-variable Maturity Level indicate that respondents who strongly disagree and disagree on statement 16 are 0% (0 respondents), agree 17.3% (17 respondents), and strongly agree 82, 7% (81 respondents). It can be concluded that customers STRONGLY AGREE to statement 16 because the pempek at Pempek Taman Kenten Restaurant 888 Palembang has the right level of maturity.

The results of the questionnaire on statement 17 Variable X1 Product Quality, Sub Variable Taste indicate that respondents who strongly disagree and disagree on statement 17 are 0% (0 respondents), agree 30.6% (30 respondents), and strongly agree 69.4 % (68 respondents). It can be concluded that customers STRONGLY AGREE to statement 17 because the taste of pempek at Pempek Taman Kenten Restaurant 888 Palembang is very fitting (fish flavor).

The results of the questionnaire on statement 18 Variable X1 Product Quality, Sub Variable Taste indicate that respondents who strongly disagree and disagree on statement 18 are 0% (0 respondents), agree 31.6% (31 respondents), and strongly agree 68.4 % (67 respondents). It can be concluded that customers STRONGLY AGREE to the statement 18 Descriptive Statistical Analysis of Customer Satisfaction Variables (X2)

#### **e. Descriptive Statistical Analysis of Customer Satisfaction Variables (X1)**

The results of the questionnaire on statement 1 Variable X2 Customer Satisfaction, Sub-Variable Feeling Satisfied shows that respondents who strongly disagree and disagree on statement 1 are 0% (0 respondents), agree 25.5% (25 respondents), and strongly agree 74, 5% (73 respondents). It can be concluded

that customers STRONGLY AGREE to statement 1 because customers are satisfied with the pempek products sold at Pempek 888 Restaurant Taman Kenten Palembang.

The results of the questionnaire on statement 2 Variable X2 Customer Satisfaction, Sub-Variable Feeling Satisfied shows that respondents who strongly disagree and disagree on statement 2 are 0% (0 respondents), agree 43.9% (43 respondents), and strongly agree 56, 1% (55 respondents). It can be concluded that customers STRONGLY AGREE to statement 2 because customers are satisfied with the services provided by Pempek Restaurant 888 Taman Kenten Palembang.

The results of the questionnaire on statement 3 Variable X2 Customer Satisfaction, Sub Variables Fulfilling Customer Expectations indicate that respondents who strongly disagree and disagree on statement 3 are 0% (0 respondents), agree 23.5% (23 respondents), and strongly agree 76 ,5% (75 respondents). It can be concluded that customers STRONGLY AGREE to statement 3 because the pempek product matches the expected taste.

The results of the questionnaire on statement 4 Variable X2 Customer Satisfaction, Sub Variables Fulfilling Customer Expectations indicate that respondents who strongly disagree and disagree on statement 4 are 0% (0 respondents), agree 51.0% (50 respondents), and strongly agree 49 ,0% (48 respondents). It can be concluded that the customer STRONGLY AGREE to statement 4 because the service provided is very good.

The results of the questionnaire on statement 5 Variable X2 Customer Satisfaction, Sub Variable Always Buying Products shows that respondents who strongly disagree and disagree on statement 5 are 0% (0 respondents), agree 12.2% (12 respondents), and strongly agree 87 ,8% (86 respondents). It can be concluded that customers STRONGLY AGREE to statement 5 because customers are willing to come back to buy pempek because of the satisfying taste of pempek.

The results of the questionnaire on statement 6 Variable X2 Customer Satisfaction, Sub Variable Always Buying Products shows that respondents who strongly disagree and disagree on statement 6 are 0% (0 respondents), agree 13.3% (13 respondents), and strongly agree 86 ,7% (85 respondents). It can be concluded that the customer STRONGLY AGREE to statement 6 because one day the customer will make a purchase of pempek at Pempek Restaurant 888 Taman Kenten Palembang.

#### **f. Descriptive Statistical Analysis of Customer Loyalty Variables (Y)**

The results of the questionnaire on statement 1 Variable X1 Product Quality, Sub Variable Makes Regular Repeat Purchase (Repurchase Regularly) shows that respondents who strongly disagree with statement 1 are 0% (0 respondents), disagree 9.2% (9 respondents), agree 63.3% (62 respondents), and strongly agree 27.6% (27 respondents). It can be concluded that the customer AGREE to statement 1 because the customer eats at Pempek 888 Palembang Restaurant once a week.

The results of the questionnaire on statement 2 Variable X1 Product Quality, Sub Variable Makes Regular Repeat Purchase (Repurchase Regularly) shows that respondents who strongly disagree with statement 2 are 0% (0 respondents), disagree 1.0% (1 respondent), agree 45.9% (45 respondents), and strongly agree 53.1% (52 respondents). It can be concluded that customers STRONGLY AGREE to statement 2 because customers often buy pempek at Pempek 888 Taman Kenten Restaurant in Palembang.

The results of the questionnaire on statement 3 Variable X1 Product Quality, Sub-Variable Purchases Across Product and Service Line (Purchasing other Product Lines) indicate that respondents who strongly disagree with statement 3 are 0% (0 respondents), disagree 1.0% (1 respondent), agree 39.8% (39 respondents), and strongly agree 59.2% (58 respondents). It can be concluded that customers STRONGLY AGREE to statement 3 because customers not only buy pempek but also buy tekwan products at Pempek 888 Restaurant Taman Kenten Palembang.

The results of the questionnaire on statement 4 Variable Y Product Quality, Sub-Variable Purchases Across Product and Service Line (Making Purchases of other Product Lines) indicate that respondents who strongly disagree with statement 4 are 0% (0 respondents), disagree 1.0% (1 respondent), agree 38.8% (38 respondents), and strongly agree 60.2% (59 respondents). It can be concluded that customers STRONGLY AGREE to statement 4 because customers not only buy pempek but also buy model products at Pempek 888 Restaurant Taman Kenten Palembang.

The results of the questionnaire on statement 5 Variable Y Product Quality, Sub Variable Refers Order (Giving References to Others) indicate that respondents who strongly disagree and disagree on statement 5 are 0% (0 respondents), agree 33.7% (33 respondents), and strongly agree 66.3% (65 respondents). It can be concluded that the customer STRONGLY AGREE to statement 5 because the customer wants to recommend other people to buy pempek at Pempek 888 Restaurant Taman Kenten Palembang.



The results of the questionnaire on statement 6 Variable Y Product Quality, Sub Variable Refers Order (Giving References to Others) indicate that respondents who strongly disagree and disagree on statement 6 are 0% (0 respondents), agree 34.7% (34 respondents), and strongly agree 65.3% (64 respondents). It can be concluded that customers STRONGLY AGREE to statement 6 because customers want to convince friends and relatives that Pempek 888 Taman Kenten Palembang Restaurant is of high quality.

The results of the questionnaire on statement 7 Variable Y Product Quality, Sub Variable Demonstrates Immunity to Pull of The Competition (Showing Immunity to the Attractiveness of Similar Products from Competitors) shows that respondents who strongly disagree with statement 7 are 0% (0 respondents), disagree 2.0% (2 respondents), agree 57.1% (56 respondents), and strongly agree 40.8% (40 respondents). It can be concluded that the customer AGREE to statement 7 because the customer is not interested in buying pempek anywhere other than at Pempek 888 Restaurant Taman Kenten Palembang.

The results of the questionnaire on statement 8 Variable Y Product Quality, Sub Variable Demonstrates Immunity to Pull of The Competition (Showing Immunity to the Attractiveness of Similar Products from Competitors) shows that respondents who strongly disagree and disagree on statement 8 are 0% (0 respondents), agree 28.6% (28 respondents), and strongly agree 71.4% (70 respondents). It can be concluded that customers AGREE to statement 8 because Pempek 888 Taman Kenten Palembang Restaurant is the best quality pempek restaurant in Palembang City.

**g. Product Quality Variable Mean Analysis (X1)**

Based on the results of the descriptive statistical analysis in table 4.43, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements.

The mean of the nine (9) indicators of Product Quality (X1) is 3.70, if adjusted based on the Criteria Table for Interval Value Levels, it is in the interval 3.26 – 4.00 which is VERY GOOD.

The highest mean value for the variable indicator (X1) Product Quality is 3.99 which is owned by statement 14 which contains "The smell of pempek at Pempek Taman Kenten Palembang Restaurant does not smell bad", this means that the value of Product Quality on statement 14 falls into the category VERY GOOD because customers who consume these pempek products feel that the smell of pempek does not smell bad.

The lowest mean value for the variable indicator (X1) Product Quality is 3.40 which is owned by statement 3 which contains "Pempek at Pempek Restaurant 888 Taman Kenten Palembang, served neatly", this means that the value of Product Quality for statement 3 is included in VERY GOOD category because customers feel that the pempek served at the restaurant has been neatly arranged.

**h. Mean Analysis of Customer Satisfaction Variable (X2)**

Based on the results of the descriptive statistical analysis in table 4.44, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements.

The mean of the three (3) variable indicators (X2) Customer Satisfaction is 3.72, if adjusted based on the Criteria Table for Interval Value Levels, it is in the interval 3.26 – 4.00 which is VERY GOOD.

The highest mean value on the variable indicator (X2) Customer Satisfaction is 3.88 which is owned by statement 4 which contains "I am willing to visit again to buy pempek because the taste of pempek is satisfying", this means that the value of Customer Satisfaction on statement 4 goes to in the VERY GOOD category because customers are willing to come back to buy pempek because of the satisfying taste of pempek.

The lowest mean value on the variable indicator (X2) Customer Satisfaction is 3.49 which is owned by statement 4 which contains "The service provided is very good", this means that the value of Customer Satisfaction on statement 4 is included in the VERY GOOD category because customers feel the service provided by the restaurant is very good.

**i. Customer Loyalty Variable Mean Analysis (Y)**

Based on the results of the descriptive statistical analysis in table 4.45, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements.

The mean of the four (4) indicators of Customer Loyalty Variable (Y) is 3.54, if adjusted based on the Criteria Table for Interval Value Levels, it is in the interval 3.26 – 4.00 which is VERY GOOD.

The highest mean value for the variable (Y) Customer Loyalty indicator is 3.71 which is owned by statement 8 which contains "Restaurant Pempek 888 Taman Kenten Palembang is a Pempek restaurant with the best quality in Palembang City", this means that the value of Customer Loyalty on statement 8 into the VERY GOOD category because according to customers, Pempek Restaurant 888 Taman Kenten Palembang is the best quality pempek restaurant in Palembang City.

The lowest mean value on the Customer Loyalty Variable (Y) indicator is 3.18 which is owned by statement 1 which contains "I eat at Pempek 888 Palembang Restaurant once a week", this means that the Customer Loyalty value for statement 1 is in the GOOD category because customers eat at Pempek 888 Palembang Restaurant once a week.

#### 4.3 Correlation Test

The value of the variable X1 Product Quality has a relationship with Variable Y Customer Loyalty is 0.395 according to the Correlation Level Table which is at the LOW level, as it is in the interval 0.20 – 0.399. Although the level of correlation between X1 and Y is low, the relationship between the variables X1 and Y is positive.

Variable X2 Customer Satisfaction has a relationship with Variable Y Customer Loyalty is 0.359 according to the Table of Correlation Levels at the LOW level, as in the interval 0.20 – 0.399. Although the level of correlation between X2 and Y is low, the relationship between the variables X2 and Y is positive.

#### 4.4 Coefficient of Determination Analysis

##### a. Analysis of the Coefficient of Determination of Variable X1 Product Quality Against Variable Y Customer Loyalty

It is known that the coefficient of determination (R<sup>2</sup>) is 0.156, meaning that the value of the influence of Product Quality Variables on Customer Loyalty is 15.6% and the remaining 84.4% is influenced by other variables but not examined in this study.

##### b. Coefficient of Determination Analysis of Variable X2 Customer Satisfaction Against Variable Y Customer Loyalty

It is known that the coefficient of determination (R<sup>2</sup>) is 0.129, meaning that the value of the influence of the Customer Satisfaction Variable on Customer Loyalty is 12.9% and the remaining 87.1% is influenced by other variables but not examined in this study.

##### c. Coefficient of Determination Analysis of Product Quality X1 and X2 Customer Satisfaction with Variable Y Customer Loyalty

The value of the variable X1 Product Quality and X2 Customer Satisfaction has a relationship with Variable Y Customer Loyalty is 0.213 according to the Correlation Level Table which is at the STRONG ENOUGH level, as in the interval 0.400 – 0.599.

Then, it is known that the coefficient of determination (R<sup>2</sup>) is 0.213, meaning that the value of the influence of Product Quality and Customer Satisfaction Variables on Customer Loyalty is 21.3% and the remaining 78.7% is influenced by other variables but not examined in this study.

#### 4.5 Simple Linear Regression Analysis

##### a. Simple Linear Regression Analysis Variable (X1) Product Quality Against Variable (Y) Customer Loyalty

To determine the effect of the variable (X1) on the variable (Y), a simple linear regression analysis was performed. The following are the results of a simple linear regression analysis between Product Quality Variables (X1) and Customer Loyalty (Y):

shows a simple linear regression equation between Product Quality Variables (X1) on Customer Loyalty (Y) with the following equation:

$$Y = 5.794 + 0.338X$$

Based on the calculation results above, the value is 5,794. This shows that the Product Quality Variable (X1) is 0, then the value of Customer Loyalty (Y) is 5.794.

The regression coefficient value of Product Quality (X1) is 0.338, this indicates that every time there is an increase in one (1) unit of respondent's assessment of Product Quality (X1), it will increase Customer Loyalty by 0.338. If the quality of the product increases, it will increase customer loyalty and vice versa if the quality of the product decreases, it will decrease customer loyalty.

##### b. Simple Linear Regression Analysis Variable (X2) Customer Satisfaction with Variable (Y) Customer Loyalty

To determine the effect of the variable (X2) on the variable (Y), a simple linear regression analysis was performed. The following are the results of a simple linear regression analysis between Customer Satisfaction Variables (X2) and Customer Loyalty (Y):

shows a simple linear regression equation between Customer Satisfaction Variables (X2) and Customer Loyalty (Y) with the following equation:

$$Y = 17.044 + 0.504X$$

Based on the calculation results above, the value obtained is 17,044. This shows that the Customer Satisfaction Variable (X2) is 0, then the value of Customer Loyalty (Y) is 17,044.





The regression coefficient value of Customer Satisfaction (X2) is 0.504, this indicates that every time there is an increase in one (1) unit of the respondent's assessment of Customer Satisfaction (X2), it will increase Customer Loyalty by 0.504. If customer satisfaction increases, it will further increase customer loyalty and vice versa if customer satisfaction decreases it will decrease customer loyalty.

#### **4.6 Multiple Linear Regression Analysis**

Results of Multiple Linear Regression Variable X1 Product Quality and X2 Customer Satisfaction Against Y Customer Loyalty

The results of multiple linear regression equations between Product Quality Variables (X1) and Customer Satisfaction (X2) on Customer Loyalty (Y) with the following equation:

$$Y = 2.778 + 0.264X1 + 0.357X2$$

Then the results of the analysis of these equations, are:

- If the Product Quality Variable increases by one (1) unit with the assumption that the Customer Satisfaction Variable is constant, then it is able to increase the Customer Loyalty Variable by 0.264.
- If the Customer Satisfaction Variable increases by one (1) unit with the assumption that the Product Quality Variable is constant, then it is able to increase the Customer Loyalty Variable by 0.357.
- The constant value will be worth 2.778 if the value of the Product Quality and Customer Satisfaction Variable is 0. Then the value of the Customer Loyalty Variable is 2.778.

#### **4.7 Hypothesis Test (T Test)**

##### **a. T-Test Variable X1 Product Quality Against Variable Y Customer Loyalty**

T test was conducted to determine the effect of Product Quality Variables (X1) on Customer Loyalty Variables (Y). This T test is performed by comparing the Tcount value with the Ttable value. If Tcount > Ttable, it can be stated that the Product Quality Variable (X1) has an influence on the Customer Loyalty Variable (Y). The test in this study used a significance level of 10%, but because this study was tested in two ways, the significance level became 0.05 according to the formula  $N=\alpha/2$ .

The value of df (degree of freedom) is calculated using the formula  $df = n - 2$ , so that it becomes  $df = 98 - 2 = 96$ , meaning that the value of df is 96, so it can be seen that the value in the T table for the value of df 96 is 1.66088. The Tcount value contained in Table 4.50 is 4.209 which means that the value is greater than 1.66088 then the Tcount > Ttable, then the hypothesis is accepted (H0 is rejected and H1 is accepted), where it can be concluded that the Product Quality Variable (X1) has a partial effect on the variable. Customer Loyalty (Y).

##### **b. T-Test Variable X2 Customer Satisfaction Against Variable Y Customer Loyalty**

The T test was conducted to determine the effect of the Customer Satisfaction Variable (X2) on the Customer Loyalty Variable (Y). This T test is performed by comparing the Tcount value with the Ttable value. If Tcount > Ttable, it can be stated that the Product Quality Variable (X1) has an influence on the Customer Loyalty Variable (Y). The test in this study used a significance level of 10%, but because this study was tested in two ways, the significance level became 0.05 according to the formula  $N=\alpha/2$ .

The value of df (degree of freedom) is calculated using the formula  $df = n - 2$ , so that it becomes  $df = 98 - 2 = 96$ , meaning that the value of df is 96, so it can be seen that the value in the T table for the value of df 96 is 1.66088. The Tcount value contained in Table 4.51 is 3.767 which means that the value is greater than 1.66088 then the Tcount > Ttable, then the hypothesis is accepted (H0 is rejected and H1 is accepted), where it can be concluded that the Customer Satisfaction Variable (X2) has a partial effect on the variable. Customer Loyalty (Y).

##### **c. Hypothesis Test (Test F) Variable X1 Product Quality and X2 Customer Satisfaction with Variable Y Customer Loyalty**

To prove the effect of Product Quality and Customer Satisfaction on Customer Loyalty, a hypothesis test was conducted (Test F). F test aims to determine the effect of Product Quality and Customer Satisfaction on Customer Loyalty together or simultaneously. The following is the formulation of the established hypothesis:

Hypothesis 3:

- There is no influence of Product Quality and Customer Satisfaction on Customer Loyalty (H0)
- The influence of Product Quality and Customer Satisfaction on Customer Loyalty (H1)

The analytical method of the F Hypothesis Test, is:

- If Fcount < Ftable, then H0 is accepted and H1 is rejected so that Variables X1 and X2 simultaneously do not affect Variable Y.
- If Fcount > Ftable, then H1 is accepted and H0 is rejected so that Variables X1 and X2 simultaneously affect Variable Y.

The results of ANOVA analysis on the significant (significant) effect of Product Quality (X1) and Customer Satisfaction (X2) on Customer Loyalty (Y).

Based on the SPSS output, it can be seen that  $F_{count} = 12,828$  with a significance level or probability of 0.000 so it can be said that the value of  $sig. < (\alpha) 0.1$ , then  $(H_0)$  is rejected and  $(H_1)$  is accepted.

Then, it can be seen that simultaneously or jointly Product Quality Variables (X1) and Customer Satisfaction (X2) affect Customer Loyalty (Y) by looking at the comparison of  $F_{table}$  with  $F_{count}$ . By using the following formula:

The number of samples used (n) is 98

The number of Independent variables (X) used (k) is 2

The formula is:

$df_1 = k - 1$ , then  $df_1 = 3 - 1 = 2$

$df_2 = n - k$ , then  $df_2 = 98 - 2 = 96$

Value of Sig. ( $\alpha$ ) = 10% or 0.1, then the value of  $F_{table}$  is 2.358707.

From the ANOVA table it can be concluded that the hypothesis ( $H_1$ ) is accepted which says Product Quality (X1) and Customer Satisfaction (X2) together have a significant effect on Customer Loyalty with evidence  $F_{count} (12.828) > F_{table} (2.358707)$

## 5. Conclusions

Based on the results of the research that has been done, it can be concluded that:

The product quality at Pempek 888 Taman Kenten Palembang Restaurant is stated to be VERY GOOD, this is indicated by the average value (mean) of 3.70 which is in the interval 3.26 – 4.00. Customer Satisfaction at Pempek 888 Restaurant Taman Kenten Palembang is declared VERY GOOD, this is indicated by the average value (mean) of 3.72 which is in the interval 3.26 – 4.00. Customer Loyalty at Pempek 888 Restaurant Taman Kenten Palembang is stated to be VERY GOOD, this is indicated by the average value (mean) of 3.54, which is in the interval 3.26 - 4.00. so that Product Quality (X1) has an influence on Customer Loyalty (Y) of 15.6% and the remaining 84.4% is influenced by other factors not examined in this study.

Customer Satisfaction (X2) has an effect on Customer Loyalty (Y) of 12.9% and the remaining 87.1% is influenced by other factors not examined in this study. Product Quality (X1) and Customer Satisfaction (X2) have an effect on Customer Loyalty (Y) together by 21.3% and the remaining 78.7% is influenced by other factors not examined in this study.

The researcher conveys suggestions for the restaurant, firstly to improve the presentation of food dishes to make customers feel satisfied. The two services are even more like implementing 5S (smile, greeting, greeting, polite and polite), so that customers can feel respected when they come to a restaurant and don't hesitate to visit again. The third is attractive promos to customers. Further researchers can conduct research using the same method with different objects or can also conduct research based on different points of view for the same object.

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