THE INFLUENCE OF PRODUCT QUALITY ON LOYALTY THROUGH SATISFACTION AS AN INTERVENING VARIABLE AT THE AROMA KITCHEN PADANG RESTAURANT

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ABSTRACT

This study aims to determine and analyze how much influence the quality of the product (X), satisfaction (Z) on loyalty (Y) at the Aroma Kitchen Restaurant in Padang, using data collection methods in the form of a questionnaire as many as 60 respondents. In data analysis using the test of validity, reliability and the classic assumption test which is the test for normality and heteroscedasticity. The analytical method used is multiple linear regression analysis of intervening variables. As for testing the hypothesis that is the T test, and multiple tests using SPSS tools. The results showed that product quality variables had a positive and significant effect on customer satisfaction, product quality had a positive and significant effect on customer loyalty, and customer satisfaction had a positive and significant effect on customer loyalty at Aroma Kitchen Padang restaurant. Based on the test results of linear regression analysis with satisfaction intervening variables found that satisfaction variables affect the relationship between product quality variables and customer loyalty variables into an indirect and unobservable relationship.

INTRODUCTION

Indonesia is currently full of restaurants (eating places), both domestically sourced and franchised restaurants from abroad. A restaurant is a food service business that is run profitably, part of the business scope is supplying food and beverages (Hairunnisa, 2009). Simultaneously with the progress of the times, economic progress is also accelerating in Indonesia. The bigger the businesses that are established, whether they have mushroomed or are considered new businesses. And so it can be seen that the business world sector has become an arena of fierce and unrelenting competition for the industries active in it, including restaurants. The increase in restaurant construction in various regions reflects the result of truly surging market demand as well. In this era, restaurants and restaurants have become an inseparable factor in modern human activities, so the presence of restaurants and restaurants has become a necessity. Especially in big cities, such as Jakarta and Surabaya, the quantity of medium and large sized restaurants or eateries in Indonesia continues to grow (Irawan & Japarianto, 2013).

The culinary business is one of the many service business sectors that is

increasing rapidly even during critical times. This situation is due to the fact that food is one of the main needs of individuals that must be fulfilled, so if eating and drinking become a basic desire, the culinary business sector will move to increase and progress. The growth of the culinary business sector is accompanied by an increasing number of restaurants being established, both regular restaurants and fast food restaurants. The menus and services offered are also increasing, from locations that are just for enjoying home-cooked food with a regular menu to luxury restaurants that provide a variety of special and luxurious international menus (Sembiring, 2014).

The surge in restaurant construction in various regions illustrates the result of increasing market demand as well. In this era, restaurants and eateries have played an inseparable factor in the activities of modern audiences, so that the existence of restaurants and eateries has become a necessity. Especially in big cities, such as Jakarta and Surabaya. The quantity of medium and large sized restaurants or eateries in Indonesia is progressing. From the explanation above, we can formulate that to continue to be on par with other restaurants, each restaurant must be able to increase the quality of product value in order to create consumer satisfaction which can have an impact on consumer loyalty (Irawan & Japarianto, 2013).

Product quality, as the main part that has an impact on the formation of consumer satisfaction. Product quality is an aspect of ensuring customer satisfaction after purchasing and using an item. The quality of goods is a complex order of satisfaction levels (Hidayat, 2009). With good quality products or goods, customers' desires and needs for an item will be realized. If the value of the product obtained is more than requested, then the expected quality of the goods will be lower (Irawan & Japarianto, 2013).

According to (Aryani, 2010), the increasingly tough level of competition will cause consumers to encounter more product options or choices, varying prices and quality, so that consumers will continue to look for the quality they feel is the highest in several goods (Kotler, 2005). Low quality will result in customer dissatisfaction, not only consumers who eat at the restaurant but also have an effect on other people. Because consumers who regret will tell at least 15 other people. As a result, prospective consumers will drop their options on competitors (Lupiyoadi and Hamdani, 2006). Efforts to update product quality will be much more efficient for business continuity. Based on the results of Wharton Business School research, this method of renewal will create customers who are more loyal to the industry (Lupiyoadi and Hamdani, 2006).

Satisfaction is an outlet response from consumers. Satisfaction is the result of a consumer's evaluation that a product or service has provided a quality of enjoyment where the quality of this satisfaction can increase or decrease. Consumers feel relieved if their wishes are fulfilled or will be very satisfied if the consumer's wishes are fulfilled (Tjiptono, 2008). Satisfied consumers are consumers who will give satisfaction to producers or service providers. Therefore, both consumers and retailers will equally benefit if satisfaction is formed (Irawan & Japarianto, 2013).

According to academics, consumer satisfaction is an independent

construct and is influenced by the level or level of service. Service quality can also influence consumer loyalty directly and influence consumer loyalty indirectly through satisfaction (Aryani, 2010). Consumer loyalty has a causal relationship with service quality. The occurrence of brand loyalty among customers is due to the impact of customer dissatisfaction or satisfaction with the written brand which is collected continuously in addition to an understanding of quality. Consumer loyalty is also influenced by the quality of goods (Irawan & Japarianto, 2013). Previous research conducted by Chang & Fong (2010), and Ashgarian et al., (2012) suggested that product quality has a positive and significant effect on customer satisfaction, and customer loyalty, and customer satisfaction creates an indirect relationship between product quality and customer loyalty.

H1: Product quality has a positive and significant effect on customer satisfaction.

According to Alfin (2013), there is a significant influence between product quality and customer loyalty. Sutrisni (2010) states that the better the quality of a product, the higher the level of customer loyalty to a product.

H2: Product quality has a positive and significant effect on customer loyalty.

According to Ashgarian et al. (2012) stated that customer satisfaction has a positive effect on customer loyalty. Raharjo (2013) in his research stated that customer satisfaction has a positive effect on customer loyalty.

H3: Customer satisfaction has a positive and significant effect on customer loyalty.

Research conducted by Asgharian et al., (2012) states that product quality has a positive effect on customer loyalty and customer satisfaction as a mediating variable. The results of this research are also in line with research by Alfin (2013) which states that there is a significant mediating effect of customer satisfaction on the influence of product quality and customer loyalty, meaning that product quality indirectly influences customer loyalty through satisfaction.

H4: It is suspected that customer satisfaction significantly mediates the effect of product quality on customer loyalty.

RESEARCH METHODS
Data and Sample

This research is quantitative because it uses data that requires calculating numbers on a questionnaire using a Likert scale and uses qualitative analysis to explain the description of the data that has been obtained (Widyanto, 2013). The object of research is a scientific target with the use and aim of obtaining certain data that has different scores or values and measurements. According to Swastha, (2002) Location is the place where activities or business are carried out. Here the research activity that the author carried out was at the Aroma Kitchen Padang Restaurant.

Population is a generalization area formed from objects or subjects that have certain characteristics and qualities determined by the reviewer to be studied and after that conclusions are drawn (Sugiyono, 2015). The population in this research is 150 consumers of the Aroma Kitchen Restaurant in the last week. The sample is part of the number and characteristics possessed by the

population (Sugiyono, 2015). So the number of samples for this research is 60 samples.

Data collection technique

The data collection needed for this research is a questionnaire. In this research, researchers combine the required data by conducting direct observations with the companies concerned. A questionnaire is a data collection step that is carried out by sending several written questions to respondents for them to answer (Sugiyono, 2015).

Operational Definition of Variables

According to (Widyanto, 2013) the operational definition of a variable is a clearly expressed definition of each variable in research, and explained into indicators. The following is a form of an operational definition or sections of questions that were developed in the form of a questionnaire that was distributed or distributed to consumers at the Padang Aroma Kitchen restaurant.

Table 1
Operational Definition of Variables

Variable	Sub Indicator	Measurement Scale	Instrument
Product quality	1. Privileges 2. Suitability 3. Aesthetics 4. Perceived quality	Intervals	Questionnaire
Loyalty	1. Repeat Purchase (loyalty to product purchases) 2. Retention (resistance to negative influences on the company). 3. Referralls (total referrals existence company).	Intervals	Questionnaire
Satisfaction	1. Confirm expectations 2. Repeat purchase 3. Customer dissatisfaction	Intervals	Questionnaire

Data analysis technique
Validity test

Validity Test is a tool for measuring the accuracy or validity of an instrument being measured. Judging from the high validity of the measuring instrument, the higher the target or display of what must be measured. As a measuring tool, validity can be said to be high if the measuring function can be implemented and achieve targets that are in accordance with the purpose of the assessment or test. So the decision making is if the Corrected Item-Total Correlation is >0.300 then the aspect is valid, if the Corrected Item-Total Correlation <0.300 then the aspect is invalid.

Reliability Test

Reliability testing is a test of an instrument that, if used several times to measure the same object, will produce the same data (Sugiyono, 2015). The reliability of a variable construct is said to be good if it has a Cronbach's Alpha value> 0.06. So the decision making is if r Alpha is positive, and r > 0.06 then the aspect is reliable, and if r Alpha is positive, and r ≤ 0.06 then the aspect is not reliable.

Classic assumption test
Normality test

The normality test will measure whether in the regression model, the residual or confounding variables have a normal distribution (Sadat, 2010). In this research, there are two steps to find out whether the residuals are normally distributed or not, namely statistical tests and graphic tests. Graphic analysis consists of histogram graphs and normal probability plot graphs. If the circulation data is around the diagonal line and follows the direction of the histogram graph or the diagonal line indicates a normal distribution pattern, then the regression model meets the assumption of normality. The statistical test used in this research is non-parametric Kolmogorov-Smirnov (KS), if the significant probability number is > 0.05 then the residual data is normally distributed.

Heteroskedasticity test

The heteroscedity test is used to analyze whether there is no inequality of variance in the residuals from other observations (Nur, 2013). In order to detect the presence or absence of heteroscedasticity, it can be tested using the Glejser test. If the results of the Glejser test show a significant value that is greater than the significant value used in the research, namely 0.05, then heteroscedacity will not occur, conversely, if the significant value calculated is smaller than 0.05, heteroscedacity will occur.

Linear Regression Analysis

Linear regression is a common statistical technique used to study the relationship between a dependent variable and several independent variables through the Statistical Packages for Social Science (SPSS) program for Windows release 16.0 (Harlina Nurtjahjanti, 2007).

The analysis used to see how much influence the variables have is: Y =
$$\alpha + \beta 1 X_1 + \beta 2 M + e \dots\dots\dots\dots\dots\dots\dots\dots I$$
$$M = \alpha + \beta X + e \dots\dots\dots\dots\dots\dots\dots\dots II$$

Information:

      A   : constant coefficient

β, β1, β2: regression coefficients
Y   : Consumer loyalty
m   : Customer satisfaction
X   : Product quality

Hypothesis testing
Statistical T Test

The t test is used to partially examine the hypothesis, which is used to show the influence of each independent variable individually on the dependent variable. The t test is a test of the regression coefficient of each independent variable on the dependent variable to see how much influence the independent variable has on the dependent variable.

Sobel Test (Sobel Test)

The Sobel test is an explanation method for checking the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. The Sobel test can be calculated using the Microsoft Excel 2007 application.

RESEARCH RESULTS AND DISCUSSION
Classic assumption test
Normality test

The Normality Test aims to check whether a regression model has a normal distribution. In this research, the One Sample Kolmogorov-Smirnov test was used. The One Sample Kolmogorov-Smirnov test is based on probability (asymptotic significance), that is, if the pvalue is > 0.05, the data can be formulated as having a normal value.

Table 2
Normality Test Results

Model	Kolmogorov-Smirnov Z	Asymp.Sig. (2-tailed)	Conclusion
1	0.628	0.600	Normality
2	0.495	0.600	Normality

Source: Primary data processed using SPSS

Based on the data processing results above, it can be seen that the normality test results of the regression model I asymp.sig value is 0.825. The asymp.sig value is $0.636 > 0.05$. The second regression model asymp.sig value is 0.967. So it can be formulated that the results of the Kolmogrov-Simogrov normality test of the data are normally distributed because the significant value is greater than 0.05.

Heteroscedasticity Test

The heteroscedasticity test is used to evaluate whether in the regression model there is an inequality of variance from the residuals of one observation to another. This research uses two heteroscedasticity test methods, namely the Glejser test model. For the Glejser test model, if the probability is > 0.05, it means that heteroscedasticity does not occur. The line plot method if the plot is spread out and does not form a pattern then there is no heteroscedasticity problem.

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Table 3
Heteroscedasticity Test Results

Model	Variable	Sign	Alpha	Information
1	Product quality	0.348	0.05	Free from symptoms of heteroscedasticity
	Satisfaction	0.308	0.05	Symptom free heteroscedasticity
2	Product quality	0.545	0.05	Symptom free heteroscedasticity

Source: Primary data processed using SPSS

Based on the results of the heteroscedasticity test above in model I, it can be seen that the significant values of the satisfaction variable and the product quality variable are all > 0.05. Based on the results of the model II heteroscedasticity test, it can be seen that the significant value of product quality is 0.545> 0.05. So it can be formulated that the value of the quality variable is free from symptoms of heteroscedasticity.

Linear Regression Analysis Test

Linear regression analysis in this research was carried out using SPSS Version 16.0 program support

Table 4
Results of Linear Regression Analysis I
Quality

No.	Variable	Coefficient
1	Constant	3,226
2	Quality	0.329
3	Satisfaction	0.547

Source: Primary data processed using SPSS

Based on the results of linear regression analysis, the following equation is obtained:

$$Y = 3.226 + 0.329x + 0.547M + e$$

The multiple regression equation above can be interpreted as:

From the linear regression equation model above, it can be seen that the constant value is 3.226 with positive parameters, which can be formulated that the loyalty value is 3.226 with the hypothesis that other variables have a value of zero.

The product quality regression coefficient value is 0.329 with positive parameters, which can be formulated that every one unit increase in product quality will result in an increase in the Loyalty coefficient value of 0.329 units.

The satisfaction regression coefficient value is 0.547. If satisfaction increases by one unit, customer loyalty will increase by 0.547 per unit. It is assumed that other variables do not change or are constant.

Table 5
Results of Linear Regression Analysis 2
Satisfaction

No.	Variable	Coefficient
1	Constant	15,083
2	Quality	0.419

Source: Primary data processed using SPSS

Based on the results of linear regression analysis, the following equation is obtained:

M = 15.083 + 0.419X

From the linear regression equation model above, it can be seen that the constant value is 15.083 with positive parameters, from which it can be formulated that the satisfaction value is 15.083 assuming the other variables are zero.

The product quality regression coefficient value is 0.419 with positive parameters which can be formulated that every one unit increase in product quality will result in an increase in the Loyalty coefficient value of 0.419 units.

Linear Regression Analysis Model II

Stage II (Two) regression analysis is a regression analysis used to analyze the effect of mediation. In this research stage II regression analysis is used to analyze the mediation effect of Satisfaction with Product Quality on Consumer Loyalty.

Table 6
Model II Linear Regression Test Results

No.	Variable	Coefficient	Sign
1	Constant	7,943	0.034
2	Quality	0.071	0.580
3	Loyalty	0.622	0,000

Source: Primary data processed using SPSS

Based on the regression output of model II in the coefficient table, it can be seen that the significance value of the two variables, namely product quality, is 0.580, greater than 0.05. These results suggest that the quality variable does not have a significant effect on satisfaction. While the loyalty variable of 0.000 is smaller than 0.05, this result suggests that the loyalty variable has a significant effect on satisfaction.

Hypothesis testing
t test

The t test was carried out to see whether there was a significant or partial influence between leadership style and job satisfaction on employee performance. As for the results:

Table 7
Model I t test analysis results

No.	Variable	t-hit	Sign	Conclusion
1	Quality	2,932	0.005	Ha accepted
2	Satisfaction	5,422	0,000	Ha accepted

Source: Primary data processed using SPSS

From the table above it is known that quality has a positive regression coefficient value with a calculated t value of 2.932 with a sig value of 0.005. If compared with (t table, sig 0.05, df (60-3) = 57. It can be seen that with a calculated t value of 2.932> t table 1.672, and a sig value of 0.005 <0.05, so it can be formulated that Ha is accepted and Ho is rejected, meaning that product quality has a positive and significant effect on customer loyalty.

From the table above, it is known that satisfaction has a positive regression coefficient value with a calculated t value of 5.422 with a sig value of 0.000. When compared with (t table, sig 0.05, df (60-3) = 57). So it can be seen that with a calculated t value of 5.422> t table 1.672, and a sig value of 0.000 <0.05, it can be formulated that Ha is accepted and Ho is rejected, meaning that customer satisfaction has a positive and significant effect on customer loyalty.

Table 8
Model II T-test Analysis Results

No.	Variable	t-hit	Sign	Conclusion
1	Quality	3,090	0.003	Ha accepted

Source: Primary data processed using SPSS

Based on the data processing results above in table 8, partial t test results, it can be formulated that quality has a positive regression coefficient value with a calculated t value of 3.090 with a sig value of 0.003. If compared with (t table, sig 0.05, df (60-3) = 57. It can be seen that with a calculated t value of 3.090> t table 1.672, and a sig value of 0.003 <0.05, so it can be formulated that Ha is accepted and Ho is rejected, meaning that product quality has a positive and significant effect on consumer satisfaction.

Sobel Test

The Sobel test is an analytical tool to check the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable.

$a = 0.329$ $a^2 = 0.108$
$b = 0.547$ $b^2 = 0.299$
$sa = 0.136$ $sa^2 = 0.018$

sb= 0.101   sb²= 0.010

$$Sat=\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$Sat = \sqrt{0.299 \times 0.018 + 0.108 \times 0.010 + 0.018 \times 0.010}$

$= \sqrt{0.0053 + 0.0010 + 0.0001}$

$= \sqrt{0.0064}$

Q

Thit $= \dfrac{a^2 x b^2}{Sab}$

$= \dfrac{0.108 \times 0.299}{0.0064}$

$= 4.893$

Ttab $= 1.672$

Criteria: Significant

Discussion

Testing Product Quality on Consumer Loyalty of Aroma Kitchen Padang

Based on statistical tests, it was found that there is a positive relationship between product quality and consumer loyalty. The research results showed that product quality has a significant influence on customer loyalty.

Loyalty is the behavior of a consumer in purchasing or using a service or product that is repeated continuously. If the service performance obtained is in accordance with the customer's wishes, a good and satisfactory assessment will be received, whereas if the service performance obtained is low, the consumer will receive a bad assessment. Service performance is based on the service provider's ability to consistently fulfill consumer desires.

The results of this research are strengthened by research conducted by Alma (2007) entitled Analysis of the dominant elements of service quality in relation to customer satisfaction and loyalty. It is known that not all hypotheses can be accepted, product quality is proven to influence customer satisfaction, but product quality does not have a positive and significant effect on customer loyalty. Meanwhile, customer satisfaction has a positive and significant effect on customer loyalty (Ismail, Syarikat, & Batam, 2003).

Customer testing mediates the relationship between product quality and customer loyalty at the Aroma Kitchen Padang restaurant

Based on the resultsThe stage I linear regression test shows that quality and satisfaction variables influence customer loyalty. And the results of the stage II linear regression test show that the calculated t value of product quality is > 0.05, the calculated t value of satisfaction is < 0.05. It can be concluded that satisfaction influences the relationship between product quality variables and other variables. Customer loyalty becomes an indirect relationship and cannot be observed and measured.

Kumar (2009) states that good product quality will produce high customer satisfaction which can increase customer loyalty. When taking policies to increase customer loyalty, product quality needs to be considered because product quality has a positive and significant effect on customer

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loyalty (Sumarno, 2001).

CONCLUSION

Based on the test results and discussion regarding the influence of product quality on loyalty through satisfaction as an intervening variable for Aroma Kitchen Padang restaurant customers, conclusions can be drawn including:

It was concluded that Ha was accepted and Ho was rejected, meaning that product quality had a positive and significant effect on consumer satisfaction. It was concluded that Ha was accepted and Ho was rejected, meaning that product quality had a positive and significant effect on consumer loyalty. It was concluded that Ha was accepted and Ho was rejected, meaning that consumer satisfaction had a positive and significant effect on consumer loyalty. The results of the regression test using intervening variables show that the satisfaction variable as a mediator influences the relationship between the product quality variable and the consumer loyalty variable into an indirect relationship that cannot be observed and measured.

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