The Influence of Product Quality and Promotion on Customer Satisfaction CV. Bogor City Bloods

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A B S T R A C T

This research aims to find out and identify product quality and promotions both simultaneously and partially on CV customer satisfaction. Bogor City Bloods. The sample size was 100 respondents taken using purposive sampling technique, namely a technique for determining samples with certain considerations. The questionnaire was tested using validity tests, reliability tests and classical assumption tests. The results of this test are valid, reliable, and can be used for regression data. The analytical method used in this research is descriptive and verification with a quantitative approach. The research results show that product quality and promotion variables, both simultaneously and partially, have a positive and significant effect on customer satisfaction. The test results for the coefficient of determination R (square) were 40%, while the remainder was 60%. The relationship between product quality and promotion is strong in the same direction with a correlation coefficient of 0.638.

INTRODUCTION

The city of Bogor is a city that has quite large potential as a creative city. The development of the fashion business is currently experiencing rapid progress, fashion is also an important thing for everyday appearance and style. Nowadays, the fashion business is no longer just a business that sells clothes but has reached the point of selling product quality, the shopping atmosphere in the store and other important aspects. Currently CV. Bloods has several branch offices in big cities, one of which is the Bogor City Branch located at Jl. Lodaya I No.6, RT.03/RW.07, Babakan, Central Bogor District, Bogor City, West Java 16128 which was established from 2012 until now.

But recently, CV. Bloods Bogor City experiences ups and downs in its market share, of course this has an impact on uncertain sales and sales targets that are not always achieved. Customers have an important role, namely as a measuring tool in determining the success of a product or service offered. As an initial illustration, the following is sales data for 2023 at CV. Bloods:

Table 1. Recapitulation of CV Product Sales Bloods Bogor City in 2023

Month	Target Revenue (Rp)	Realization Income (Rp)	Percentage (%)	Information
January	300,000,000	220,475,000	73.4	Not achieved
February	300,000,000	230,500,000	76.8	Not achieved
March	300,000,000	255,000,000	85	Not achieved
April	300,000,000	278,370,000	92.79	Not achieved
May	300,000,000	301,450,000	100.48	Achieved
June	300,000,000	292,400,000	97.46	Not achieved
July	300,000,000	250,450,000	83.48	Not achieved
August	300,000,000	233,605,000	77.86	Not achieved
September	300,000,000	210,500,000	70.16	Not achieved
October	300,000,000	210,220,000	70.07	Not achieved
November	300,000,000	230,500,000	76.83	Not achieved
December	300,000,000	240,350,000	80.11	Not achieved
Average	300,000,000	246,151,667	82	Not achieved

Source: CV Bogor City Bloods, 2024

Achievement of the revenue target in 2023 only reached 82%. Realization of income reaching the target only occurred in May, while in other months CV. Bloods did not achieve the targets set by the company. low consumer satisfaction is indicated by customer complaints in 2023 such as: 1) Incomplete clothing sizes; 2) poor sewing; 3) The color of the material fades easily; etc. Due to these complaints, management is required to respond quickly to customer complaints in order to minimize undesirable impacts so that the company can improve product quality to satisfy customers.Apart from product quality, it influences satisfactioncustomernamely promotion.

A product can be known to the wider community through promotions. Promotion will create a separate assessment in the minds of customers, so that customer assessments of product promotions will directly or indirectly create an image of a product. To find out the causes of changes in customer satisfaction predicted by promotions, the author made observations regarding promotions for 30 customers in February as follows:

Table 2. Pre-Survey Regarding CV Promotion Bogor City Bloods 2023

Indicator	Statement	Agree	No	Interpretation
Promotional messages	CV product promotion messages. Bloods attracts attention	11	19	Most customers (63%) think that the promotional messages carried out by CV. Bloods hasn't caught on yet
Promotion media	Promotional media used by CV. Bloods is easy to reach	14	16	Most customers (53%) think that the promotional media used by CV. Bloods is not easily accessible to all customers.
Promotion time	CV. Bloods has delivered the message at the right time and for the right duration.	12	18	Most customers (60%) believe that the timing of the message delivery was not done correctly because the promotion was too short so that when customers got it it was no longer valid.
	Average	12	18	
	Promotion	41%	59%	From the overall customer opinion, the majority of customers (59%) think that the promotions carried out by CV. Bloods did not run optimally because the promotional message delivered did not attract enough customer attention, the media used could not be reached by all customers and the promotion time was too fast.

Source: Preliminary Survey, 2023

It can be seen that the percentage of consumer answers involving the answer "no" is 59%. This proves that the promotion carried out by CV. Bogor City Bloods has not been carried out optimally.The problem phenomenon above in achievement data, customer complaints and pre-surveys is suspected to be customer satisfaction at CV. Bloods has not been carried out optimally, it is suspected that the product quality and promotions have not run optimally, such as product quality that is not suitable or damaged and promotions have not been carried out creatively and innovatively, so the author was encouraged to conduct research with the title "The Influence of Product Quality and Promotions on Customer Satisfaction on CV. Bogor City Bloods".

LITERATURE REVIEW
Marketing Management
According toKotler and Keller (2018:27), marketing management is the art and science of attracting, retaining and expanding the number of customers by selecting target markets and delivering and communicating superior customer value.

Customer satisfaction
According to Tjiptono (2017:45) customer satisfaction is a basic element in modern marketing thinking and practice. Customer satisfaction really depends

on customer perceptions and expectations, so as a product supplier you need to know the factors that influence it, namely product quality, price, service quality, emotional factors, costs, promotions and convenience. Satisfaction indicators consist of; 1) conformity of expectations; 2) interest in visiting again and; 3) willingness to recommend.

Product quality

According to Tjiptono (2017:25), product quality is a characteristic of a product in its ability to meet predetermined needs and has latent properties. Product quality indicators are 1) performance; 2) additional features or characteristics (features); 3) reliability; 4) conformity to specifications (conformance to specification); 5) durability (durability); 6) serviceability; 7) aesthetics and; 8) perceived quality.

Promotion

According to Kotler and Keller (2019: 154) promotion is an activity that communicates the superiority of a product and persuades customers to buy that product. By holding promotional activities, manufacturers can convey various information to customers. Promotion indicators include 1) promotional messages; 2) promotional media and; 3) promotion time..

Hypothesis

HI: Product Quality and Promotion have a positive and significant influence on Customer Satisfaction

H1: There is a positive and significant influence of product quality on customer satisfaction

H2: There is a positive and significant influence of promotion on Customer Satisfaction

The framework for thinking regarding the hypothesis in this research is as follows
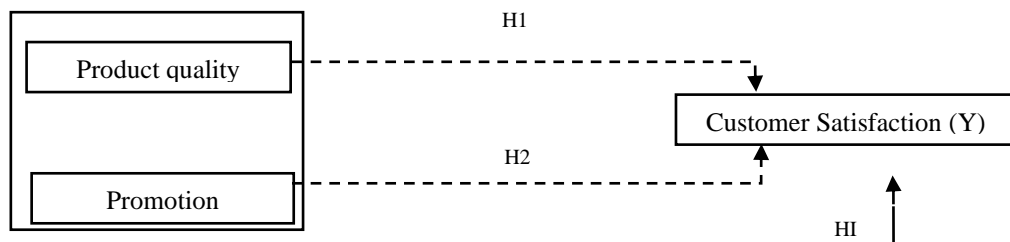
METHODOLOGY

In this research, the approach used is a quantitative approach. Data collected through questionnaires will be processed using a descriptive and verification approach, first tabulated and given grades according to the established assessment system. The type of questionnaire used is a closed questionnaire. The sampling technique uses non-probability sampling with a purposive sampling method.Based on the results of sample calculations using the Taro Yamane formula, the number of samples obtained was 99.96 samples rounded up to 100 respondents.The data sources used in this research are primary data and secondary data. The independent variables in this research are product quality and promotion, while the dependent variable in this research is customer satisfaction (Y). The data used in the research is valid and reliable data. So a valid and reliable instrument is an absolute requirement for obtaining valid and reliable research results

The classic assumption test is used to test linear regression assumptions with the aim of avoiding the appearance of bias in data analysis and avoiding misspecification of the regression model used (Rochaety, 2019: 176). Tests used in classical assumptions include: Normality, Heteroscedasticity and Multicollinearity. After being tested using validity and reliability tests, it is then carried out using multiple linear regression analysis, coefficient of determination, correlation coefficient, simultaneous and partial tests.

RESULT AND DISCUSSION

CV customer characteristics. Bloods is dominated by male gender at 67%, with an age range of 17-25 years at 54%, a Diploma/S1 education at 45%, working as a private employee at 45% with incomes. 2,100,000, - Up to Rp. 4,000,000, - is 38% and the frequency of purchasing 3 times is 31%. The results of further research using IBM SPSS to test validity, reliability and classical assumptions are as follows:

Table 3. Validity Test Results

Variable	Items	Correlation coefficient	Benchmark	Information
Product quality	X.1.1	0.831	0.3	Valid
	X.1.2	0.567	0.3	Valid
	X.1.3	0.488	0.3	Valid
	X.1.4	0.753	0.3	Valid
	X.1.5	0.704	0.3	Valid
	X.1.6	0.708	0.3	Valid
	X.1.7	0.831	0.3	Valid
	X.1.8	0.491	0.3	Valid
	X.1.9	0.751	0.3	Valid
	X.1.10	0.746	0.3	Valid
	X.1.11	0.789	0.3	Valid
	X.1.12	0.865	0.3	Valid
	X.1.13	0.717	0.3	Valid
	X.1.14	0.58	0.3	Valid
	X.1.15	0.886	0.3	Valid
	X.1.16	0.913	0.3	Valid
Promotion	X2.1	0.843	0.3	Valid
	X2.2	0.871	0.3	Valid

	X2.3	0.835	0.3	Valid
	X2.4	0.786	0.3	Valid
	X2.5	0.725	0.3	Valid
	X2.6	0.681	0.3	Valid
Satisfaction Customer	Y1	0.685	0.3	Valid
	Y2	0.521	0.3	Valid
	Y3	0.894	0.3	Valid
	Y4	0.779	0.3	Valid
	Y5	0.838	0.3	Valid
	Y6	0.735	0.3	Valid

Source: Processed Primary Data, 2024

Based on Table 3, it states that ha The test results for the validity of product quality, promotion and customer satisfaction items have an r value ≥.300 all over items on product quality, promotion and satisfaction can be declared valid.

Table 4. Results of Reliability Test Criteria

No	Items	Reliability Coefficient	Benchmark	Information
1	X.1	0.940	0.6	Reliable
2	X.2	0.876	0.6	Reliable
3	Y	0.841	0.6	Reliable

Source: Processed Primary Data, 2024

Based on Table 4, it can be seen that each variable has a Cronbach alpha value above 0.6. This shows that each variable X and Y has acceptable reliability

Test Classical Assumptions
Normality test

The normality test results obtained are as follows:

Table 5 One Sample Kormogrov Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	,0000000
	Std. Deviation	4.35093661
Most Extreme Differences	Absolute	,054
	Positive	,046
	negative	-,054
Statistical Tests		,054
Asymp. Sig. (2-tailed)		,200c, d

Source: Processed Primary Data, 2024

From the test results above, one sample Kolmogorov-Smirnov Asymp value can be obtained. Sig. (2-tailed) which is 0.200. This shows that the data is normally distributed because the Asymp value. Sig. (2-tailed) greater than 0.05

The next method used in this research to measure data normality is the Normal Probability Plot, with the results:

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: KEPUASANKONSUMEN
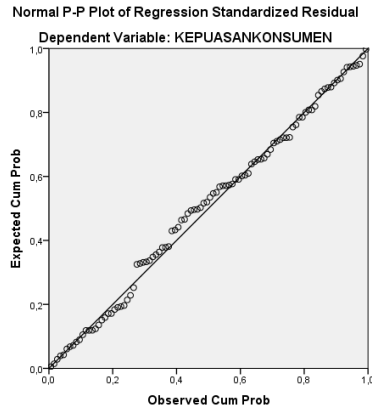
Where the normal plot shows that the points are distributed around the diagonal line and the distribution follows the diagonal direction.

**Multicollinearity Test**

Table 6. Multicollinearity Test

Coefficients a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	PRODUCT QUALITY	,887	1,127
	PROMOTION	,887	1,127
a. Dependent Variable: CUSTOMER SATISFACTIO			

Source: Processed Primary Data, 2024

Based on Table 6, the results of the multicollinearity test can be seen that the tolerance value of each variable has a value greater than the cutoff or tolerance value (0.05) and the VIF value is smaller than 5. This shows that the independent variables in the regression model do not occur. multicollinearity problem

Heteroscedasticity Test

Scatterplot
Dependent Variable: KEPUASANKONSUMEN
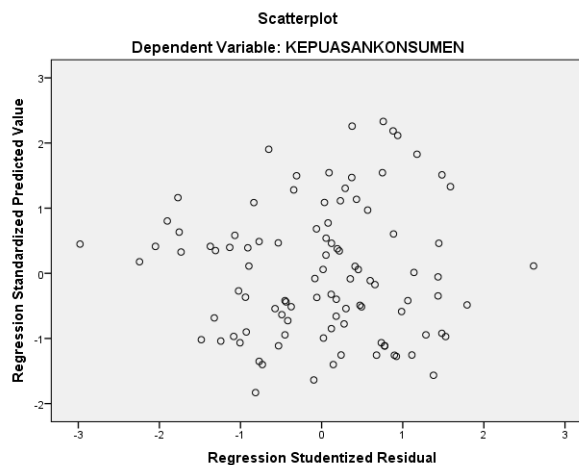
Based on the results of the heteroscedasticity test using the scatterplot in the figure above, it is known that the data emission does not show a particular

pattern and is distributed randomly, both above and below zero on the Y axis. Therefore, it can be concluded that there is no heteroscedasticity in the research data. So that the regression model is suitable for use to predict each variable in this research.

After passing the results of validity and reliability testing, the next step is multiple linear regression analysis. The equation results are calculated using multiple linear regression analysis. This equation shows the influence of product quality and promotion on CV customer satisfaction. Bloods. The calculation results to see the effect of product quality and simultaneous promotion on customer satisfaction can be seen in the simultaneous and partial multiple linear regression test table using IBM SPSS 23, so that the results can be seen as follows:

Table 7. Results of Multiple Linear Regression Testing and T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Coefficientsa					
	B	Std. Error	Beta		
1 (Constant)	4,118	1,832		2,248	,026
Product quality	,092	,034	,224	2,698	,016
Promotion	,546	,086	,527	6,357	,003
T table	-	-	-	1,290	
F count	33,363				
Sig	,000				
F Table	3,290				
R	,638				
R2	,408				
Adjusted R2	,395				
Std Error of the Estimate	4,650				
Alpha (a)	5%				
a. Dependent Variable: Customer Satisfaction					

Source: Processed Primary Data, 2024

Based on the calculation results in Table 7, it can be concluded that the regression equation is as follows:

$$Y = 4.118 + 0.092 X1 + 0.5465 X2 + e$$

1. The results of calculations using multiple linear regression show that product quality and promotion have a positive relationship with customer satisfaction
2. The R value of 0.638 is between the interpretation values of 0.600 to 0.799, which means the relationship between product quality and promotion on customer satisfaction is strong. A positive correlation shows that the higher the product quality and promotion, the higher the customer satisfaction.
3. The R Square value is 0,408or 40% This shows that the percentage contribution of influence from all independent variables, namely product quality(X1) and promotion (X2) on the dependent variable, namely customer satisfaction (Y)is 40%. Meanwhile, the remaining 60% is

influenced by other factors not included in this research, such as service quality, location, employee service, facilities and atmosphere.(Tjiptono, and Gregorius 2016:295)

4. Fcount for33,363and the Ftable value for α = 0.05 with degrees of freedom V1 = 3–1 = 2 and V2 = 100-2-1 = 97, which shows that Fcount is greater than Ftable (33,363>3,290)as well as a probability value that is smaller than the standard probability value (0.000 < 0.05).Thus it can be concluded thatH0 is rejected and Ha is accepted, meaning that with a 95% confidence level the independent variable is product quality (X1), and Promotion (X2), have a positive and significant effect together the same (simultaneous) on customer satisfaction (Y).

5. Product quality (X1) and promotion (X2) have a positive and significant effect on customer satisfaction (Y). This is indicated by the tcount value of each variable being greater than the ttable value. The biggest variable that most influences customer satisfaction is promotion (X2). This is because the promotions carried out by CV. Bloods can attract customer attention and sympathy and increase customer satisfaction.

The research discussion takes the form of respondents' responses regarding the variables of product quality, promotion and customer satisfaction. Here is the recap:

Table 8. Respondents' Responses Regarding Product Quality, Promotions and Customer Satisfaction

No	Variable	Mark	Category	Interpretation
1	Product quality	3.15	Pretty good	The average customer response to product quality is 3.15, which is in the quite good category.
2	Promotion	2.94	Pretty good	The average customer response to promotions has a value of 2.94, which is in the quite good category.
3	Customer satisfaction	2.96	High enough	The average customer response to customer satisfaction has a value of 2.96, which is in the quite high category

Source: Processed Primary Data, 2024

The following are the results of a recapitulation of respondents' responses regarding product quality, promotions and customer satisfaction at CV. Bogor City Bloods

1. The product quality perceived by some customers has a score of 3.15, including the quite good category. The highest score on the durability indicator is 3.26, which is included in the quite good category, customers feel that the T-Shirt products offered have good enough durability so they can be used for more than one year. The lowest value for the serviceability

indicator, namely 3.09, is included in the quite good category for the return process on CV. Bogor City Bloods is only available for online purchases while offline purchases are not valid, so customers are required to purchase objectively to avoid losses. In this case to improve the quality of CV products. Bloods on serviceability require evaluation, one of which is regarding returns and other developments such as stock of goods and others.

2. The promotion that some customers perceive has a value of 2.95, which is in the quite good category. The highest score on the promotional message indicator is 3.24, which is categorized as quite good, customers feel that the promotional media carried out by CV. Bloods is good enough as it is using Instagram and Facebook. The lowest score for the promotional message indicator is 2.71, which is in the quite good category. However, the promotional messages that were carried out were not carried out optimally because the promotional messages were not made more creative, resulting in reduced customer interest and a lack of information on the CV. Bloods. Remembering that promotions are important in increasing sales. Promotion on CV. Bloods needs to be improved and evaluated to achieve company goals more quickly.

3. Perceived customer satisfaction has a value of 2.96, including the quite high category. The highest score on the willingness to recommend indicator is 3.07, which is included in the quite high category, customers will provide recommendations and state positive things regarding the goods or products used by customers to friends. The lowest value for the indicator of interest in returning to visit is 2.80, which is in the quite high category. Customers are interested in visiting again by making it the main choice for purchasing CV products. Bloods even though it is not a T-Shirt product. The efforts that must be made by CV. Bloods to increase customer satisfaction by paying attention to product quality and promotions to attract customers and increase CV. Bloods as the main choice.

CONCLUSIONS AND RECOMMENDATIONS

Partial testing shows that product quality and promotion partially have a positive and significant effect on CV customer satisfaction. Bloods Bogor. simultaneously shows that there is a simultaneous positive and significant influence of Product Quality and Promotion on CV Customer Satisfaction. Bogor City Bloods. In the product quality variable, the lowest value of the serviceability indicator is 3.09, which is included in the quite good category due to the return process on CV. Bogor City Bloods is only available for online purchases while offline purchases are not valid, so customers are required to purchase objectively to avoid losses. In this case to improve the quality of CV products. Bloods on serviceability require evaluation, one of which is regarding returns and other developments such as stock of goods and others.

In the promotion variable, the lowest value of the promotional message indicator is 2.71, which is included in the quite good category. However, the promotional messages that were carried out were not carried out optimally because the promotional messages were not made more creative, resulting in

reduced customer interest and a lack of information on the CV. Bloods. Remembering that promotions are important in increasing sales. Promotion on CV. Bloods needs to be improved and evaluated to achieve company goals more quickly. In the customer satisfaction variable, the lowest value of the indicator of interest in revisiting is 2.80, which is in the quite high category. Customers are interested in visiting again by making it the main choice for purchasing CV products. Bloods even though it is not a T-Shirt product.The efforts that must be made by CV. Bloods to increase customer satisfaction by paying attention to product quality and promotions to attract customers and increase CV. Bloods as the main choice.

FURTHER RESEARCH

This research still has limitations so further research needs to be done on this topic "The Influence of Product Quality and Promotion on Customer Satisfaction CV. Bogor City Bloods".

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