

Product Quality Analysis of Shopping Customer Satisfaction at Uniqlo Bandung

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ABSTRACT

The quality of the product is one of the most essential aspects that plays a role in purchasing decisions and the level of happiness a consumer feels. Within the scope of this investigation, the physical qualities, dependability, usefulness, and aesthetics of a product all contribute to its overall quality. The purpose of this research is to investigate the connection between the quality of the products offered and the level of contentment experienced by customers who make purchases at Uniqlo locations located within the city of Bandung. This study takes a quantitative approach, and the research method that was utilized was a survey, which involved the distribution of questionnaires to clients who had recently made purchases at Uniqlo Bandung. The research revealed that the quality of the products sold at Uniqlo in Bandung has a favorable and significant influence on the level of contentment experienced by customers who shop there. Product quality is responsible for 42.8% of the variance in customer satisfaction, whereas other factors account for the remaining 57.2% of the variance. These other factors are not the focus of this study.

Keywords: Product Quality, Customer Satisfaction, Uniqlo.

1 Introduction

In this age of globalization, there has been a steady increase in both the speed and scope of business development. The majority of the credit for this goes to advances in both technology and lifestyle. According to Ramadayanti's research from 2019, there is an ever-increasing level of competition in the market as a result of the increasingly diverse selection of goods and services that are made available to customers. The consumer market offers a diverse selection of goods and services from which they can choose to satisfy their requirements. Because of this scenario, business people are encouraged to develop their talents in order to compete in markets that are already quite competitive. According to Maskun et al. (2018), persons who work in business need to be adaptable to change and place an emphasis on providing satisfactory service to their clients.

When consumers experience happiness and have a strong desire to utilize or repurchase items or services on a frequent basis, businesses can claim that they have satisfied their customers. The provision of products or services that are of an exceptionally high quality should be the initial step done in the direction of achieving the goal of achieving customer happiness. According to Gultom et al.'s research from 2020, giving customers with a pleasurable consumption experience will make those customers feel fulfilled.

The judgment by customers, based on the standards they have set for themselves, of the quality of the goods or services they have purchased is the source of the satisfaction that businesses want to achieve among their clientele. According to Moha and Loindong (2016), these expectations are shaped both by the individuals' prior encounters with items or services that are analogous to the ones they anticipate, as well as the information obtained from other sources. The results of this appraisal will either satisfy or dissatisfy the individual. If the quality that is supplied is equal to or more than the customer's expectations, then the customer will be satisfied. However, the consumer will feel let down if the quality of the product or service offered is inadequate or falls below their expectations (Thungsai, 2019).

It is essential to measure consumer satisfaction as a performance indicator and compare it to that of competitors. This enables businesses to identify flaws in the quality of their products and take corrective action (Indrasari, 2019). The proper attitude and follow-up are essential for establishing customer loyalty. If consumers experience loss or become inactive, reclaiming their business is necessary (Widyastuti, 2017).

Increased retail industry competition has compelled businesses to prioritize consumer satisfaction as a critical success factor. Product quality is one of the most influential factors on purchasing decisions and consumer

satisfaction in the modern business environment. Companies that are able to provide superior products will have a greater chance of retaining loyal customers and gaining a competitive edge (Muharam, 2017).

As one of the top clothing labels, Uniqlo has become a popular shopping destination in many Indonesian cities, including Bandung. Bandung, as one of the most important retail districts in Indonesia, offers a variety of stores, including clothing stores. In this context, it is essential to comprehend how the product quality of Uniqlo's Bandung store impacts the level of consumer satisfaction.

In the context of shopping at Uniqlo Bandung, this study aimed to examine the relationship between product quality and consumer satisfaction. Product quality will be viewed as the primary factor influencing customer satisfaction in this study. This research is anticipated to provide valuable insights to the management of Uniqlo Bandung and other retail companies in an effort to increase customer satisfaction by understanding the relationship between product quality and customer satisfaction.

2 Literature Reviews

Product quality

According to Kotler and Keller (2016), product quality is the capability of a product to perform its functions, which includes durability, dependability, and precision. This capability is obtained by the product as a whole. Companies must continually improve the standard of their goods and services because enhancing product quality can increase customer satisfaction and encourage repeat purchases. According to Tjiptono (2013), the conventional definition of quality includes performance as a direct description of a product, dependability, usability, and so on. In a strategic sense, quality is everything that can meet the requirements of consumers in accordance with their desires.

To attain the desired product quality, standardization of quality is required. This is done to ensure that the final product meets the established criteria so that consumers do not lose faith in the product in question. The consumer's decision to repurchase a product is influenced by the quality of the purchase experience. Consequently, business actors must be able to develop products that satisfy the requirements and preferences of consumers. In response to consumer demands that cannot be met by the company's products, the company must rapidly develop products that meet those demands (Assauri, 2012).

Customer satisfaction

According to Kotler (2012), customer satisfaction is a person's sense of pleasure or dissatisfaction that results from comparing perceptions or impressions of performance with expectations. When performance falls short of expectations, customers are dissatisfied. However, if the performance exceeds the customer's expectations, they are extremely contented and pleased. If the perceived performance falls short of customer expectations, the customer will be dissatisfied. If the performance meets customer expectations, the customer will be satisfied. Certainly, the consumer will experience this satisfaction after consuming the product.

According to Hansemark & Albinsson (2004), overall customer satisfaction reveals attitudes toward service providers or emotional reactions to discrepancies between consumers' expectations and what they receive. Customer satisfaction is used both internally to compensate for human resources, observe performance, and allocate funds, as well as externally to measure customer satisfaction and as a source of information for all stakeholders (customers, competitors, and investors).

3 Methods

The quantitative method was also used in this study, which means that the quantitative method is a research method based on the philosophy of positivism that is used to examine specific populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, and data analysis is quantitative / statistics with the goal of testing the hypotheses that have been set (Sugiyono, 2011). The demographic referred to in this study is all Uniqlo customers in the city of Bandung, the exact number of whom is unknown. As a result, the sample selection strategy employs a non-probability sample selection method. Based on this, the samples used in this study were 96 Uniqlo Bandung customers. Data was gathered via distributing questionnaires through the use of a Google form. The acquired data will then be examined using SPSS 25.0 for Windows to perform a simple regression test, t test, and coefficient of determination.

4 Results And Discussion

Simple Linear Regression Analysis

Table 1 Simple Linear Regression Results
Coefficients ^a

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	b	std. error	Betas		
Constant	18,477	3,321		5,569	.000
Product quality	.646	.119	.541	6,510	.000
Dependent Variable: Customer satisfaction					

SPSS output derived the simple linear regression equation, $Y = 18.477 + 0.646X$, from data in table 1, as follows: 18.477 indicates that if product quality (X) does not exist, the consistent value of customer satisfaction (Y) is 18.479; and 0.646 indicates that for every 1% addition of product quality (X), customer satisfaction (Y) increases by 0.646.

Coefficient of Determination (R²)

Table 2 The coefficient of determination (R²)
Summary Model ^b

Model	R	Square	Adjusted R Square	std. Error of the Estimate
	.654 ^a	.428	.421	3,387

The SPSS version 25 output shown in Table 2 has a R Square value of 0.428. This demonstrates that product quality influences only 42.8% of consumer satisfaction at Uniqlo Bandung. The remaining 57.2%, meanwhile, is influenced by variables not examined in this study.

t test

Table 3 Test Results t
Coefficients ^a

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	b	std. error	Betas		
Constant	18,477	3,321		5,569	.000
Product quality	.646	.119	.541	6,510	.000
Dependent Variable: Customer satisfaction					

On the basis of table 5, the output of SPSS version 25, a significant value of $0.000 < 0.05$ is obtained and a t-count value of 6.510 is greater than t-table value of 1.985; therefore, H_0 is accepted, indicating that product quality (X) has a positive and significant effect on customer satisfaction (Y) at Uniqlo Bandung.

1 Discussion

Based on the findings of the analysis using SPSS version 25 output, as shown in Table 5, it is possible to conclude that there is a substantial relationship between product quality (X) and customer happiness (Y) in the context of shopping at Uniqlo Bandung. This is predicated on a significance level of 0.000, which is less than the accepted level of 0.05. As a result, the null hypothesis (H_0) that there is no relationship between product quality and customer pleasure can be rejected.

Furthermore, the calculated t value of 6.510 suggests that product quality has a positive and considerable influence on customer satisfaction when shopping at Uniqlo Bandung. With the degrees of freedom utilized in the

analysis, the computed t value is more than the t table value of 1.985. This suggests that product quality has a substantial impact on consumer satisfaction.

These findings indicate that the quality of Uniqlo Bandung's products has a crucial influence in enhancing consumer happiness. Customers will be satisfied with their buying experience if a specific product fulfills or even surpasses their expectations. Product quality in this meaning encompasses physical features, dependability, usability, and aesthetics.

They can take steps to consistently improve the quality of the items offered if they recognize that product quality has a positive and significant effect on consumer satisfaction. This can include product innovation, feature additions, improved reliability, and aesthetic considerations. Uniqlo Bandung is able to sustain and increase client loyalty while also gaining a competitive advantage in the retail market by making these efforts.

Furthermore, the findings of this study contribute to a better understanding of the role of product quality in obtaining consumer happiness in the retail industry. These findings can be used to guide future study into other aspects that influence customer satisfaction at Uniqlo Bandung or in the retail industry as a whole. The findings of this study are consistent with the findings of Razak et al (2019), who discovered that product quality influences customer happiness when consuming aqua.

7 Conclusion

In the context of shopping at Uniqlo Bandung, it can be concluded that there is a positive and significant relationship between product quality (X) and consumer satisfaction (Y). This is supported by a significance value that is less than the prescribed significance level ($0.000 < 0.05$) and a calculated t value that is greater than the t table ($6,510 > 1,985$). This conclusion demonstrates that the quality of the products offered by Uniqlo Bandung contributes significantly to consumer satisfaction. When consumers perceive that the products they receive meet or exceed their expectations, they are satisfied and more likely to reuse or purchase products from Uniqlo Bandung. In an increasingly competitive business environment, delivering superior products and exceeding customer expectations is essential to gaining a competitive edge and retaining a substantial market share.

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