



The Effect Of Product Quality And Service Quality On Customer Loyalty At CV. Anugrah Jaya Abadi

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Abstract

The purpose of this study is to understand the impact of product and service quality on customer loyalty at CV Anugrah Jaya Abadi in Bandar Lampung. Latar belakang penelitian ini was based on the importance of maintaining customer loyalty in a robust business environment. Good product quality and customer service that is always helpful are the two main factors that encourage customers to continuously buy products and recommend businesses to others. The research methodology that is being used is a quantitative approach using survey data. Data is collected through questionnaires given to 100 CV Anugrah Jaya Abadi respondents. Analisis data dilakukan dengan using regresi linier berganda untuk menguji pengaruh simultan dan parsial antara variabel independen (kualitas product dan kualitas pelayanan) terhadap variabel dependen (loyalitas pelanggan). The study's findings indicate that product and service quality simultaneously have a significant impact on customer loyalty. For example, when it comes to fostering customer loyalty, product quality has a greater impact than service quality. This highlights how important it is for businesses to continuously monitor and improve their product quality while providing customers with first-rate service. Therefore, it is hoped that CV Anugrah Jaya Abadi will be able to be used as a guide in developing strategies to improve product quality and customer loyalty in a comprehensive manner.

Keyword: product quality, service quality, customer loyalty, CV Anugrah Jaya Abadi.

Introduction

In an increasingly competitive business world, customer loyalty is a valuable asset for any company. Customer loyalty goes beyond simply expressing satisfaction with the goods or services offered; it also serves as a tool to strengthen the company's position in the marketplace. One factor that affects customer loyalty is the quality of the products and services that the company offers.

Product quality that is unggul gives customers a sense of security, keawetan, and kepuasan when using it. Conversely, good service quality, such as cleanliness, timeliness, and attentiveness to customer needs, will create a favorable impression that encourages customers to resume their purchasing. Because of this, businesses are expected to maintain product consistency and provide the best services to their customers.

One company that operates in the construction material distribution business in Bandar Lampung is CV Anugrah Jaya Abadi. When conducting business, this company must be able to compete not only on price but also on product quality and customer service. In a ketat persaingan, maintaining customer loyalty is a tersendiri tantangan. Because of this, it is necessary to evaluate how the product quality and customer service provided by CV Anugrah Jaya Abadi may affect the loyalty of its customers.

Product quality is one of the factors that affects customer

satisfaction and can lead to customer loyalty. Because of this, high-quality products, whether they be goods or services, significantly increase customer loyalty and kepuasan. Weenas (dalam Setyo, 2017) states that as business growth becomes more rapid, it drives companies to provide high-quality products with unique features, Mentakan bahwa perkembangan yang ketat menuntut perusahaan agar menawarkan produk yang berkualitas dan mempunyai lebih, thus exhibiting a distinct difference from pesaing products. Loyalitas pelanggan refers to actions related to a product, such as the ability to maintain a relationship with the product over time, the ability of the customer to improve the relationship with the product, or the customer's desire to increase the positive rating of a product. Customers would react by using speech (pelanggan stating ketidakpuasan langsung at the company) and exit (pelanggan stating berhenti membeli merek atau produk) if the product is unable to satisfy them (Hasan, 2016). Pelanggan loyalty is defined as "anyone who buys, especially those who buy in a calm and considerate manner."

As the level of persaingan increases, customers will have more options for products, prices, and quality that are more varied, thus they will constantly be looking for the best deal among a few products, according to Kotler (2005). Rendah kualitas will make customers feel uneasy. As a result, efforts to improve product quality will be more effective for business continuity.

However, according CV. Anugrah Jaya Abadi, this is a type of ancaman as, as more mobile products are offered, there are also more persaingan that occurs in the business world. Semakin ketat persaingan like this encourages business owners to maximize their company's productivity so that it can thrive in the marketplace. To address this, CV. Anugrah Jaya Abadi should have a strong pemasaran strategy while promoting its products so that it can succeed in business ventures. A ketat persaingan condition makes it very difficult for customers to be satisfied, thus every business is expected to be able to respond to customer requests in a timely manner.

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Method

One of the methods used in this study is quantitative research. Penelitian kuantitatif refers to a method for evaluating the relevant theories by using a method to examine the relationship between variables. The data obtained from the angka-angka can then be analyzed using statistical methods. This study uses a questionnaire that will be given to the respondent, which is a customer who purchases from Anugrah Jaya Abadi in Bandar Lampung.

Populasi, according to Sugiyono (2016), is a generalization domain that consists of obyek/subyek with specific qualities and characteristics that are determined by researchers to be studied and then tested. According to Ridwan in Buchari Alma (2015), populism is the sum of the characteristics or unit of results of research that serves as the study's object. By looking at the data above, it can be seen that the population is an object or subject that is located in a certain area and influences the relevant syarat-syarat related to the research problem. One of the populations in this study is the CV consumer. There are still many unanswered questions about Jaya Abadi. The sample size in this study is 96 respondents. Nevertheless, in order to facilitate the research, 100 respondents were chosen as the sample size.

According to Nitisemito (2011), "Berganda regression analysis is used to create a prediction based on the dependent variable (Y) and the independent variable (X)." The regression model is stated as follows:

$$Y = a + b_1X_1 + b_2 X_2 + \dots + b_n X_n$$

Keterangan :

Y = Loyalitas

a = Konstanta

b₁, b₂, ...b_n = Koefisien regresi masing-masing variabel

X₁, X₂, ...X_n = Kualitas produk dan kualitas pelayanan

In the beginning, the coefficient of determination (R²) indicates certain limitations of the model in presenting the variable terikat Ghozali (2005). Koefisien determinasi nilai is between nol and satu. The small R² value indicates the ability of the bebas (product and service quality) variables to explain the terikat (loyalty) variables very well.

Results And Discussion

This study's population consists of all CVs from Anugrah Jaya Abadi Bandar Lampung. The sample technique that is used is non-probability sampling, which is combined with purposeful sampling. The population size in this study is not well understood, hence the rumus Rao Purba is used to determine the sample size of the population in question. As a result, the sample or respondent in this study consists of approximately 100 respondents who have previously completed the CV process. Anugrah Jaya Abadi Bandar Lampung.

The kuesioner research process is scheduled for February 2–28, 2025. The characteristics of respondents in this study were as follows: 67 respondents were between the ages of 17 and 25; 95 respondents were of the kelamin perempuan category; 58 respondents were professionals or mahasiswa, and a few frequently appeared on CVs; and Anugrah Jaya Abadi Bandar Lampung had 91 respondents overall, more than five times. The following is a summary of the sample used in this research:

Table 1. Characteristics of Respondents Based on Kelamin Type

No.	Jenis Kelamin	Jumlah	Presentase
1.	Perempuan	95	95%
2.	Laki-Laki	5	5%
Total		100	100%

Sumber : Data primer yang diolah

Based on the above table with 100 respondents, it can be seen that there were 5 respondents who described their kelamin laki-laki, or 5% present, and 95 respondents who described their kelamin perempuan, or 95% present. This indicates that 95

respondents, or 95% of the sample, are respondents with a kelamin perempuan berjenis.

Table 2. Respondent Characteristics Based on Usia

No.	Usia	Jumlah	Presentase
1.	17-23 Tahun	67	67%
2.	24-29 Tahun	15	15%
3.	30-35 Tahun	7	7%
4.	>36 Tahun	11	11%
Total		100	100%

Sumber : Data Primer yang diolah

According to the above table, there were approximately 100 respondents overall, with 67 respondents (or 67% of the total) aged 17–23, 15 respondents (15%), 7 respondents (or 7% of the total) aged 24–29, and 11 respondents (or 11% of the total) aged >35. This indicates that the majority of respondents—67, or 67%—are between the ages of 17 and 25.

Table 3. Uji Validitas Item Kualitas Produk

No Item	r hitung	r tabel	Keterangan
1	0,689	0,396	Valid
2	0,714	0,396	Valid
3	0,529	0,396	Valid
4	0,52	0,396	Valid
5	0,726	0,396	Valid

Sumber: Data skunder yang diolah

Based on the above table, it can be seen that any product quality item that is being evaluated can be deemed legitimate.

Table 4. Results of the Uji Reliability Analysis of the Product Quality

Reliability Statistics

Cronbach'sAlpha

N of Items

.671

5

Based on the analysis's results, the product's quality may be categorized as reliable because the alpha cronboach value is 0.671 > 0.6.

Table 5. Results of the Uji Validity Analysis of the Pelayanan Item Kualitas

No Item	r hitung	r tabel	Keterangan
1	0,680	0,396	Valid
2	0,521	0,396	Valid
3	0,412	0,396	Valid
4	0,656	0,396	Valid
5	0,489	0,396	Valid

Sumber : data skunder yang diolah

Based on the above table, it can be seen that every item of pelayanan quality that is evaluated can be deemed legitimate.

Table 6. Results of the Uji Reliability Analysis of the Pelayanan Item quality

Reliability Statistics

Cronbach'sAlpha

N of Items

.652

5

Sumber : data skunder yang diolah

Based on the analysis, the item quality of the pelayanan can be categorized as reliable since the alpha cronboach is 0.652 > 0.6.

Table 7. Hasil Analisis Uji Validitas Item loyaltitas Pelanggan

No Item	r hitung	r tabel	Keterangan
1	0,622	0,396	Valid
2	0,505	0,396	Valid
3	0,636	0,396	Valid
4	0,874	0,396	Valid
5	0,579	0,396	Valid

Sumber : data skunder yang diolah

Based on the above table, it can be seen that any Loyalty Pelanggan item that is being considered is genuine.

Table 8. Results of the Analysis of Uji Reliability of Item Loyalty of Pelanggan

Reliability Statistics

Cronbach's Alpha

	N of Items
.654	5

Sumber : Dta skunder yang diolah

Based on the analysis, it can be concluded that item Loyaltas Pelanggan is reliable because the alpha cronboach is 0.654 > 0.6.

Table 9. Nilai Koefisien Multikolonieritas

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	Tolerance	VIF
	Unstandardized Coefficients		Standardized Coefficients						
	B	Std. Error	Beta						
1 (Constant)	5.584	1.448			3.856	.000			
Kualitas Produk	.689	.132	.596		5.207	.000	.433	2.309	
Kualitas pelayanan	.112	.134	.096		.836	.405	.433	2.309	

a. Dependent Variable: Loyalitas Pelanggan

If the tolerance value is greater than 0.1 and the VIF is less than 10.00, then multikolonieritas does not occur. Since the independent variable has a tolerance of >0.1 and a VIF of <10.00, the assumption that multikolonieritas has already occurred or will not occur.

Table 10. Tabel Uji T

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	.263	3.354			.078	.938
Kualitas Pelayanan	.381	.115	.582		3.317	.003
Kualitas Produk	.349	.159	.331		2.189	.038

Dependent Variable: Loyalitas Pelanggan

Referring to the above table, which shows the results of the uji pengaruh from each variable or model in this study, they are as follows:

a. The t-hitung variable of pelayanan quality is determined by a significance level of 0,003, which is less than 0.05, indicating that the variable of pelayanan quality has a statistically significant impact on customer loyalty. The significance level on the variable kualitas pelayanan is 0.038; this is less than the significance level of 0.05, which indicates that the price variable has a parsimonious effect on customer loyalty.

Table 11. Tabel Anova Uji F

Model	Sum of Squares	ANOVA ^b		F	Sig.
		Df	Mean Square		
1 Regression	67.955	3	22.652	13.412	.000a
Residual	43.912	26	1.689		
Total	111.867	29			

- a. Predictors: (Constant), Kualitas Produk, Kualitas Pelayanan
- b. Dependent Variable: Loyalitas Pelanggan

The above table shows that the simultaneous uji results have a perhitungan with a number of nilai Signifkansi 0,000 < 0,005. Accordingly, Ho3 is tolak and Ha3 is diterima, indicating that there is a significant impact on customer loyalty from Kinualitas Produk Kualitas pelayanan, simultaneously or jointly.

Table 12. Koefisien Regresi

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	.263	3.354		.078	
Kualitas Produk	.381	.115	.582	3.317	.003
Kualitas Pelayanan	.349	.159	.331	2.189	.038

The table above is the result of data analysis for the linear berganda regression, which also yields the regression's persamaan as follows:

$$Y = 0,263 + 0,381 + 0,349 + e$$

- a. Penafsiran untuk persamaan regresi dari analisis regresi berganda diatas is as follows: a. Nilai Konstanta (α) = 0,263, which indicates that if product, pelayanan, and store atmosphere quality are related to the keputusan pembelian nilainya 0, then customer loyalty will be about 0,263.
- b. The coefficient of regression for product quality (β_1) = 0,381 is positive at 0,381, meaning that if the product quality variable increases by 1, it will increase customer loyalty by 0,381 with the assumption that the other variable remains same.
- b. Koefisien Nilai Regression kualitas pelayanan (β_2) = 0,349 has a positive significance level of 0,349, meaning that if the variable kualitas pelayanan increases by 1 single unit, then the customer loyalty will increase by 0,349 with the assumption that the other variable remains same.

Table 13. Hasil Uji Koefisien Determinasi

Model	Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779a	.607	.562	1.300

- a. Predictors: (Constant), kualitas produk, Kualitas Pelayanan
- b. Dependent Variable: Loyalitas Pelanggan

Sumber : Data skunder yang diolah

According to the koefisien determinasi data analysis above, the R Square value is 0.607 and indicates that the variables bebas yakni, product quality, and pelayanan quality can be used to explain the variable terikatnya yakni customer loyalty. The main factors are product and service quality, which can explain the existence of a 60% reduction in customer loyalty. On the other hand, sisanya yakni is explained by about 40% of the other variables that are not used in this study.

Conclusions And Suggestions

Impact of Product Quality on Customer Loyalty

Based on the results of the hypothesis test, it can be concluded that product quality has a positive correlation with customer loyalty. This is demonstrated by the variable kualitas pelayanan, which has a significance level of 0,003 that is slightly above 0.05. Sehingga dapat disimpulkan bahwa Ha1 diterima dan H01 ditolak, sehingga variabel kualitas product memiliki pengaruh secara signifikan terhadap loyalitas pelanggan pada CV. Anugrah Jaya Abadi. In other words, if the product offered by CV. Anugrah Jaya Abadi can satisfy customers, then customer loyalty would increase.

According to this theory, quality of service is a crucial factor in increasing customer loyalty to the product on CV. Anugrah Jaya Abadi. It is evident from the analysis conducted by the researchers on the results of the hypothesis test that prices have a significant impact on customer loyalty. This is supported by a significance level of 0.038, which is less than 0.05. According to Anugrah Jaya Abadi, it can be inferred that Ha2 is reduced and H02 is eliminated, therefore the variable of customer loyalty on the CV has a significant impact. In other words, if the quality of the work is good on the resume, the number of people who would buy will increase, according to Anugrah Jaya Abadi.

The results of a simultaneous study of three variables, namely product quality, customer loyalty, and customer service quality, indicate that the significance level is around 0.0000, which is somewhat less than 0.05. It might be stated that H03 is tolak and Ha3 is diterima. Therefore, it can be said that there is a similar impact on the quality of the product and the quality of the service with regard to customer loyalty. Pelanggan memutuskan tetap membeli, for example. This is in line with research that has already been done by Yuni Ika Ratnaningtyas (2017), who found that there is a relationship between the variables of product quality and customer loyalty.

There are three considerations in the purchasing process that collectively will influence consumers before they purchase a product: product quality, pelayanan quality, and product quality. Customers who make purchases on CV. Anugrah Jaya Abadi will increase customer loyalty by at least 60% due to the presence of product quality issues and pelayanan quality issues. This is evident from the existence of koefisien determinasi (R²) pengujian that has been carried out by researchers. On the other hand, sisanya yakni is explained by about 40% of the other variables that are not used in this study.

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