The Influence of Product Quality and Service Quality on Member Satisfaction Net Mediatama Consumer Cooperative

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Keyword	Abstract
Product quality, service quality, and Satisfaction of cooperative members	*Consumer satisfaction is one of the important factors for the survival of a company in a situation where competition between companies is very fierce. There are several factors that can affect consumer satisfaction, including product quality and service quality. The Net Mediatama Consumer Cooperative was developed with the aim of maintaining the interests and addressing the needs of its members. However, many members still buy their needs at other stores near the area. This is because cooperative members are not satisfied with the quality of products and service quality at the cooperative. The purpose of this study was to determine whether product quality and service quality have a significant effect on member satisfaction. The research method used in this study is quantitative research. The population of this study was all cooperative members with a sample of 55 members using the purposive sampling method. The data analysis technique used in this study was multiple linear regression obtained by processing data using SPSS Ver 25. The results of the study showed that the variables of product quality and service quality had a significant effect on the satisfaction of Net Mediatama consumer cooperative members, both partially and simultaneously.*

I. Introduction

The growth of the business world at this time has given rise to increasingly fierce and intense competition. In this increasingly fierce and intense competition, business operators are required to have an advantage in their business so that they can survive and compete with other business competitors. Consumer satisfaction is one important aspect for companies to survive in competition. This is because customer satisfaction is the main key to maintaining and increasing market share. Companies that focus on the needs and expectations of their customers, and provide high quality products or services, will tend to gain strong customer loyalty, because of this the slogan was born that the customer is king, which means that customers must be treated well, provide satisfactory service, and fulfill their needs, so that companies can maintain customer loyalty and create long-term bonds that are beneficial for both parties. According to (Putra, 2022) customer satisfaction is a customer's evaluation of a product or service compared to their expectations before using it. There are many factors that can influence consumer satisfaction and of the many factors, there are good product quality and also good service quality to customers.

Cooperatives are social economic organizations, or a type of people's organization whose members are usually from low-income groups and were founded with the aim of improving collective welfare. The Netmediatama Consumer Cooperative was initially developed with the aim of maintaining the interests and addressing the needs of its members. The emergence of the Netmediatama cooperative is very useful for its members because the cooperative provides all the needs of its members, thus improving the quality of life of its members and becoming a good partner for the company. The business managed by the Netmediatama cooperative is to offer goods aimed at meeting basic needs or other needs that are available in retail, shops, markets,

supermarkets and even online shops. Therefore, for cooperatives to remain competitive, the quality of their products must be considered. However, many members still buy their needs at other shops near the area. This proves that cooperative members are not satisfied.

Researchers found that members of the Netmediatama Consumer Cooperative complained that the service was less than optimal and did not meet their expectations. For example, when members want to buy products in a shop, the management cannot serve them quickly.

In terms of products, the members also found some products sold outside the cooperative have better quality or quality and some have the same quality or quality but have a lower price.

Therefore, considering how important product quality and service quality are in influencing member satisfaction, researchers need to carry out further investigations on whether product quality and service quality influence member satisfaction so that the Net Mediatama consumer cooperative can survive in today's business competition.

II. Literature Review

Product Quality

According to (Kotler; Armstrong, 2019) states that "Product quality is one of the main marketing positioning tools. Quality has a direct impact on product or service performance; therefore, quality is closely related to customer value and satisfaction."

According to (Cesariana, 2022) the factors that influence product quality are called 6M, namely: *Market* (market), *money* (Money), *management* (management), *men* (man), *motivation* (motivation), and *material* (ingredients).

According to (Firmawati, 2022) the indicators in the product quality variable are: Shape (*Form*), Product Features Features (*Features*), Performance (*Performance*), Suitability (*Conformance*), Resilience (*Durability*), Reliability (*Reliability*), Ease of repair (*Repairability*), Style (*Style*), Design (*Design*).

Service Quality

According to (Nurdin, 2019) Service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires. This means that if the services received (perceived service) is as expected then the quality of the service/services is perceived as good and satisfactory. If the service received exceeds customer expectations then the quality of the service/service is perceived as ideal quality, conversely if the service/service received is lower than expected, then the quality of the service/service will be perceived as poor.

According to (Maryati; Khoiri, 2022) several indicators of service quality are as follows: Tangible (Fact), Realibility (Reliability), Responsiveness (Response), Assurance (Dependent), and Empathy (Empathy).

Customer Satisfaction

According to (Kotler; Keller, 2021) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question against the expected performance (or results).

According to (Tjiptono, 2019), there are 5 (five) main drivers of consumer satisfaction, namely as follows: Product Quality, Price, Service Quality, Emotional Factors, Convenience.

According to (Widanti, 2022) indicators of consumer satisfaction can be seen from: *Re-purchase* (buy back), *Word of mouth*, Creating Brand Image, and Creating Purchasing Decisions.
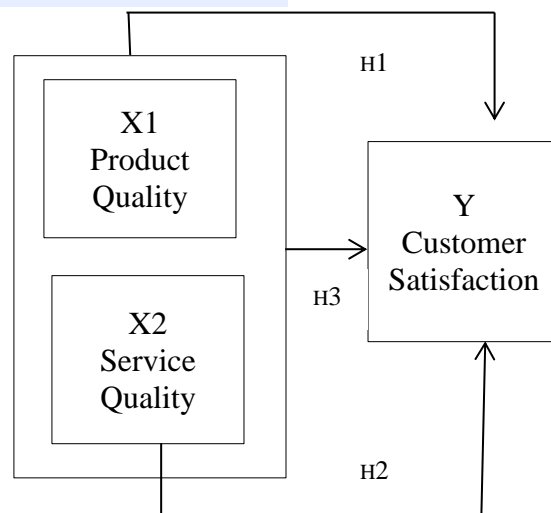
framework

Figure 1. Framework

Hypothesis

H1: It is suspected that there is an influence of product quality on the satisfaction of members of the Netmediatama Consumer Cooperative.

H2: It is suspected that there is an influence of service quality on the satisfaction of members of the Netmediatama Consumer Cooperative.

H3: It is suspected that there is an influence of product quality and service quality on the satisfaction of members of the Netmediatama Consumer Cooperative

III. Methode

The type of research carried out is quantitative research. According to (Sugiyono, 2019) quantitative research is a research method whose data is in the form of numbers, used to research certain populations and samples, the data used is obtained using research instruments, data analysis is quantitative or statistic with the aim of testing the established hypothesis.

In this research there are two variables involved, namely the dependent variable, namely consumer satisfaction and the independent variable, namely product quality and service quality.

The population in this study were all 312 cooperative members who were also contract employees and permanent employees who worked at Net Mediatama. In this research, sample collection used the method purposive sampling The sample was taken based on cooperative members who are Net Mediatama employees with permanent employee status totaling 55 people. This research sample was taken based on the rules Rosche which states that a suitable sample size in research is between 30 and 500 people.

The data collection technique in this research was carried out by distributing questionnaires to members of the Net Mediatama consumer cooperative, where the questionnaire contained questions related to the variables used in the research. In this research, each question has 5 answers using a scale liked.

IV. Result and Discussion

Based on the results of validity tests, reliability tests and classic assumption tests consisting of normality tests, multicollinearity tests and heteroscedasticity tests, this research data has met the requirements so that it can be continued with multiple linear regression analysis, hypothesis testing and coefficient of determination tests.

Multiple Linear Regression analysis

According to (Sugiyono, 2019) multiple linear regression is used by researchers to predict the condition (rise and fall) of the dependent variable or multiple linear regression is carried out if the number of independent variables is at least two. the multiple regression formula is formulated:

$$Y = a + b1X1 + b2X2 + e$$

From the test results, it was obtained that the multiple linear regression equation model was as follows:

$$Y = 7,748 + 0,361X1 + 0,408X2 + e$$

The equation above is the regression equation proposed in this research. in the equation above, Y is the member satisfaction variable, X1 is the product quality variable, X2 is the service quality variable. Based on the calculations or SPSS results above, it can be seen that:

1. The constant value is 7.748, indicating that product quality and service quality are constant or fixed, so member satisfaction is 7.748.
2. If the product quality variable is worth 1 unit and the service quality variable is constant or zero, then the member satisfaction variable will increase by 0.361 units.
3. The product quality coefficient (X1) value is positive at 0.361, which shows that as the quality of the products sold increases, member satisfaction increases when using the products they buy.
4. If the service quality variable is worth 1 unit and the product quality variable is constant or zero, then the member satisfaction variable will increase by 0.408 units.
5. The service quality coefficient (X2) value is positive at 0.408, which shows that as the quality of service offered increases, member satisfaction increases.

Table 1. Multiple regression analysis table Uji T

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
		B	**Std. Error**	**Beta**		
I	(Constant)	7,748	4,148		1,868	,067
	X1	,361	,150	,349	2,415	,019
	X2	,408	,133	,443	3,066	,003
a. Dependent Variable: Y						

By having 55 respondents with df = 52 with a significant level a = 0.05, a t table value of 1.675 can be obtained. The product quality variable (X1) shows a calculated t value of 2.415, thus showing that 2.415 > 1.675, which proves t calculated > t table and a significant value < 0.05, so it can be said that product quality has a significant effect on the partial satisfaction of members of the Net Mediatama consumer cooperative. The service quality variable (X2) shows a calculated t value of 3.066, thus showing that 3.066 > 1.675 which proves t calculated > t table and a significant value < 0.05 so it can be said that service quality has a significant effect on the satisfaction of members of the Net Mediatama consumer cooperative partially.

Uji F

Table 2. Multiple regression analysis table

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
I	Regression	914,467	2	457,233	32,604	,000[b]
	Residual	729,242	52	14,024		
	Total	1643,709	54			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

By having 55 respondents so df1 = k-1, df = n-k then k-1 = 3-1 = 2, and n-k= 55-3 = 52) f table is 3.18. Based on the test results above, we can see that the significance value is 0.000 so that

0.000 < 0.05 and the calculated f value is 32.604 so it can be seen that 32.604 > 3.18, so this proves that calculated f > f table, so it can be concluded that H3 is accepted and rejected, which means product quality (X1) and service quality (X2) simultaneously influence the satisfaction of members of the Net Mediatama consumer cooperative.

Discussion of research results

a. **Effect of Product Quality (X1) on member satisfaction (Y)**

From the results of the statistical tests above, precisely in the results of the t test in the t column of the coefficient table, we know that the calculated t value of product quality obtained from the test via SPSS in the coefficient table is 2.415, while the t table obtained is 1.675. With this we can prove that the calculated t value > t table which hereby shows that product quality has a significant effect on consumer satisfaction, so that the hypothesis Ha1 proposed by the researcher can be accepted so we can interpret that if the product quality in the Net Mediatama consumer cooperative increases, becomes better and better then the greater and higher the satisfaction of the members of the Net Mediatama Consumer Cooperative.

Table 3. Determination coefficient test table

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
I	,746[a]	,556	,539	3,74485
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Based on the output results above, a coefficient of determination was obtained of 0.556, therefore it can be seen that the variables Product Quality (X1) and Service Quality (X2) have a simultaneous influence on the dependent variable member satisfaction (Y) of 55.6%, then the remaining 44.4% is influenced by other factors that were not carried out in the research.

Based on the statement above, it can be concluded that product quality has an influence on the satisfaction of cooperative members, so we can see that the condition of the Net Mediatama Consumer Cooperative will improve if the Cooperative improves the quality of its products by selling products that suit their needs, maintaining its products so that the product's durability is maintained, and having a variety of products that are diverse and complete so that it has a positive impact on the satisfaction of members of the Net Mediatama Consumer Cooperative.

The results of this research are supported in research researched by Mahira, Prasetyo Hadi & Heni Nastiti (2021), M. Thoha Tobroni, Wiwin Agustian & Irwan Septayuda (2022), Annisa & Aswand Hasoloan (2021), Bella Angelica Chandra & Megawati (2021), Iis Maulidah, Joko Widodo and Mukhamad Zulianto (2019), Agil Nurcahyo & Nihayatu Aslamatis Solekah (2022), I Komang Triatmadi and I Made Astrama (2024), Abdul Kadir Abu, Munir, Rimi Gusliana Mais and Saiful Muchlis (2023), Muhammad Mauludin Hertana Putra, Muhammad Mansur, Khalikussabir, (2022), and Louissandro Oktavian, Megawati (2022) who stated that product quality has a very large or significant influence on member satisfaction or consumer.

b. The influence of service quality (X2) on member satisfaction (Y)

From the results of the statistical tests above, precisely in the results of the t test in the t column of the coefficient table, we know that the calculated t value of service quality obtained from the test via SPSS in the coefficient table is 3.066, while the t table obtained is 1.675. With this we can prove that the calculated t value > t table which hereby shows that service quality has a significant effect on consumer satisfaction, so that the Ha2 hypothesis proposed by the researcher can be accepted so we can mean that if the quality of service in the Net Mediatama consumer cooperative increases, they will become better and more attentive to members, the greater and higher the satisfaction of the members of the Net Mediatama Consumer Cooperative.

Based on the statement above, it can be concluded that the quality of service has an influence on the satisfaction of cooperative members, so we can see that the condition of the Net Mediatama Consumer Cooperative will improve if the Cooperative improves the quality of its services, if cooperative employees respond quickly to members' wishes, cooperative employees have a neat appearance, the cooperative can respond well if members experience difficulties such as wanting information about products sold in the cooperative or information about the cooperative itself, and have a clean and comfortable place so that it has a positive impact on member satisfaction of the Net Mediatama Consumer Cooperative.

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c. The influence of product quality (X1) and service quality (X2) on member satisfaction (Y)

From the results of the statistical tests above, specifically the f test results in column F of the ANOVA table, we know that the calculated f value of service quality obtained from the test via SPSS in the coefficient table is 32.604, while the f table obtained is 3.18 and a significant value of 0.000. With this we can prove that the calculated f value > f table and the sig value. < 0.05, which indicates that product quality and service quality have a significant effect on consumer satisfaction, so that the hypothesis Ha3 proposed by the researcher can be accepted so we can interpret that if the product quality and service quality in the Net Mediatama

consumer cooperative improves, becomes better and better, the greater and higher the satisfaction of the members of the Net Mediatama Consumer Cooperative.

The statement above states that the condition of satisfaction of members of the Net Mediatama Consumer Cooperative has a positive impact because the product quality is good because the cooperative sells products that suit their needs, maintains its products so that the product's durability is maintained, and has a variety of products that are diverse and complete and also because the cooperative has good service quality because the cooperative employees respond quickly to members' wishes, cooperative employees have a neat appearance, the cooperative can respond well if members experience difficulties such as wanting information about products sold in the cooperative or information about the cooperative itself, and has a clean and comfortable place.

The results of this research are supported by research conducted by M. Thoha Tobroni, Wiwin Agustian & Irwan Septayuda (2022), Annisa & Aswand Hasoloan (2021), Bella Angelica Chandra & Megawati (2021), Iis Maulidah, Joko Widodo and Mukhamad Zulianto (2019), and Agil Nurcahyo & Nihayatu Aslamatis Solekah (2022) which states that service quality has a very large or significant effect on member or consumer satisfaction.

V. Conclusion

Based on the results of research and discussion regarding the influence of product quality and service quality on the satisfaction of cooperative members at the Net Meditama Consumer Cooperative, researchers concluded:
1. From the test results, it was found that the product quality variable had a large or significant effect on cooperative member satisfaction partially, which means that if the product quality variable was higher, it would have a positive effect on member satisfaction. This is supported by the results obtained from the T (Partial) test which shows a t value of 2.415 > 1.675 which proves t count > t table and a sig value of 0.019 < 0.05 and in the coefficient of determination test a value of 0.476 is obtained, which

proves that the Product Quality variable (in the research, so it can be said that Ha1 is accepted and H01 is rejected, which means that there is a partial influence of product quality on the satisfaction of members of the Net Mediatama Consumer cooperative.

2. From the test results, it was found that the service quality variable has a large or significant effect on cooperative member satisfaction partially, which means that if the service quality variable is higher, it will have a positive effect on member satisfaction. This is supported by the results obtained from the T (Partial) test which shows a t value of 3.066 > 1.675 which proves t count > t table and a sig value of 0.003 < 0.05 and in the coefficient of determination test a value of 0.507 is obtained, which proves that the service quality variable (in the research, so it can be said that Ha2 is accepted and H02 is rejected, which means that there is a partial influence of service quality on the satisfaction of members of the Net Mediatama Consumer cooperative.

3. From the results of the research, it was found that the product quality variable and the service quality variable had a simultaneous and significant effect on the member satisfaction variable, this was proven by the f test which was found to be 32.604 > 3.18 and a significant value of 0.000 < 0.05 and a coefficient of determination value of 0.556 was obtained, which proves that the Product Quality (X1) and Service Quality (X2) variables had a simultaneous influence on the dependent variable of member satisfaction (Y) of 55.6%, then the remainder was 55.6%. 44.4% is influenced by other factors that were not carried out in the research, therefore it can be concluded that Ha3 is accepted and H03 is rejected, which means that product quality (X1) and service quality (X2) simultaneously influence the satisfaction of members of the Net Mediatama consumer cooperative.

Suggestion

Based on this research, the researcher has suggestions for the Mediatama Net Consumer cooperative to increase the satisfaction of its members and for future researchers, which include:

1. For Net Mediatama Consumer Cooperative.
   According to researchers, the Net Mediatama Consumer Cooperative must make efforts to improve product quality and service quality. From the research results, the biggest variable that influences the satisfaction of members of the Net Mediatama Consumer cooperative is service satisfaction, so the cooperative further improves the services provided to its members, such as employees being more responsive in fulfilling members' requests and having good knowledge of the location so that they can answer members' questions and can serve their members quickly and neatly.
2. For future researchers.
   Future researchers are expected to be able to examine other factors that influence member satisfaction. Apart from that, it is also hoped that this research can help in providing thought contributions, increasing insight and references for further research.

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