

Determination of Mahkota Gold Pringsewu Customer Satisfaction

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ABSTRACT

Because of their abundance, Pringsewu's gold stores face fierce competition. Service quality, product quality, product design, and gold cleaning quality are what distinguish one business from the others and help it maintain customer loyalty. The goal of this study is to discover and explain how marketing messages and product quality influence customer satisfaction. This research takes a quantitative approach. There were 110 participants in this research overall. Using the Simple Random Sampling approach, 86 respondents were selected from the Mahkota Gold Pringsewu customer base for this study. This study relied on primary data. The data for this study was gathered using a Likert scale questionnaire technique. According to the findings of the study on Determining Customer Satisfaction at Mahkota Gold Pringsewu, there is a positive and significant relationship between product quality and customer satisfaction; there is also a positive and significant relationship between product quality and marketing communication, and there is a positive and significant relationship between the two for Mahkota Gold Pringsewu customers. This implies that high-quality products and marketing messages have a big influence on consumer happiness.

ABSTRAK

Karena melimpahnya, toko emas di Pringsewu menghadapi persaingan yang ketat. Kualitas layanan, kualitas produk, desain produk, dan kualitas pembersihan emas adalah hal yang membedakan satu bisnis dengan bisnis lainnya dan membantunya menjaga loyalitas pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui dan menjelaskan bagaimana pesan pemasaran dan kualitas produk mempengaruhi kepuasan pelanggan. Penelitian ini menggunakan pendekatan kuantitatif. Ada 110 peserta dalam penelitian ini secara keseluruhan. Dengan menggunakan pendekatan Simple Random Sampling, 86 responden dipilih dari basis pelanggan Mahkota Gold Pringsewu untuk penelitian ini. Penelitian ini mengandalkan data primer. Data untuk penelitian ini dikumpulkan dengan menggunakan teknik kuesioner skala Likert. Berdasarkan hasil penelitian Penentuan Kepuasan Pelanggan Mahkota Gold Pringsewu terdapat hubungan yang positif dan signifikan antara kualitas produk dengan kepuasan pelanggan; terdapat pula hubungan yang positif dan signifikan antara kualitas produk dengan komunikasi pemasaran, dan terdapat hubungan yang positif dan signifikan antara keduanya pada pelanggan Mahkota Gold Pringsewu. Hal ini mengandung arti bahwa produk dan pesan pemasaran yang berkualitas tinggi mempunyai pengaruh yang besar terhadap kebahagiaan konsumen.

Kata Kunci: *Kualitas Produk; Komunikasi pemasaran; Kepuasan pelanggan.*

1. INTRODUCTION

As times progress, some people take advantage of the excess funds they have by making investments. The type of investment to be chosen requires consideration to decide on the right investment based on the excess funds you have. Of the various investment types, gold is chosen as one of the best investment product choices among the public. Gold investment products are products that are much needed by the public (Hafidz Zulfikar, 2021). Apart from being an investment, gold is an object that is used to beautify and support a person's appearance, both men and women. Soi et al. (2023) stated that investing in gold is highly advised due to its higher profitability and relative superior performance in the early stages of the pandemic as compared to many other assets.

Gold is a metal that has the highest value throughout the world, even in its raw form. This makes gold have 2 (two) functions, namely as an

attractive appearance enhancer and as an investment medium. Investing in gold is an item whose price tends to rise and rarely experiences a significant decline. Not only does it have good quality and high value, but jewelry made from gold tends to be easy to maintain because it will not rust, become damaged or blacken if worn for a long time. Recently, awareness of the importance of saving gold has grown among the public, a certain amount of money has begun to be set aside to save gold in the form of precious metals and later the gold can be converted into money when you need it (Liantifa Melifia, Subhan, 2020).

Mahkota Gold Pringsewu gold shop is a gold shop located in the Pringsewu shopping center and is the gold shop that consumers choose as a place to shop for jewelry. The shop's contemporary design with appropriate colors makes consumers comfortable when shopping for jewelry. This gold shop also offers various types of jewelry such as

necklaces, bracelets, rings, and antam. Apart from that, the strategic location of the shop because it is in the city center and close to the market makes the Mahkota Gold shop very easy for the public to reach. It can be said that there are quite a lot of gold shops in Pringsewu. The large number of gold shops certainly makes competition increasingly fierce between gold shops in Pringsewu. What can differentiate one shop from another is service quality, product quality, product design, and gold washing quality so that it is able to maintain consumer loyalty.

Based on Mahkota Gold Pringsewu sales turnover data for the period February – December 2023, the turnover percentage in February was -14.28%, March -2.5, April 44%, May 7.69%, June -21.42%, July -22, 72%, August 11.76%, September -5.26, October 66.66%, November -0.26%, and December 0.18%. According to these statistics, Mahkota Gold 's sales turnover increased by an average of 3.03% between February and December of 2023. This is due to rising consumer demand. Based on the above context, the purpose of this study is to discover the "Determinants of Mahkota Gold Pringsewu Customer Satisfaction".

2. LITERATURE REVIEW

Product Quality

Product quality, according to Habibah (2016), is a product's ability to fulfill its intended function, including its capacity for correctness, dependability, durability, and ease of processing and modification, among other important qualities. Product quality is defined as a product's capacity to meet or beyond consumer expectations while still delivering satisfactory outcomes (Tjiptono, F., & Chandra, 2016). Aprita Nur Maharani & Ali Alam (2022) assert that a product's sales level is significantly impacted by its quality. Djumarno, SA, and Said's (2018) research indicates that higher-quality products often result in more devoted customers. In order to maintain consumers' trust in the product in issue, this attempts to guarantee that the manufactured goods live up to the criteria that they have set. Businesses always aim to please their customers by providing high-quality goods. A product that helps the user or consumer is considered to be of high quality (Warganegara TL & Alviyani D, 2020). Consumer experiences—whether positive or negative—have an impact on their decision to repurchase a product. According to Laetitia et al. (2021), consumer satisfaction is significantly impacted by the quality of the product. Performance, features of the product, appropriateness or correctness, perceived quality and durability, repairability, and aesthetic appeal make up the aspects of product quality (Kotler, 2018).

Marketing Communications

According to Philip, K., & Armstrong (2014), marketing communications is a process that companies go through in their efforts to inform, invite and remind about the products and brands they sell, either directly or indirectly. There is a close relationship between communication and marketing. Communication in the marketing process is complex, therefore it must be carried out with the right communication strategy, precisely by making careful planning (Herwanto, 2020) . With good marketing communications, it will lead to satisfaction for consumers, any important information can be well received by consumers and this will contribute to consumer satisfaction. To win the competition in winning the hearts of buyers to use their products, producers must communicate well with potential consumers. Marketing communications is closely related to purchasing decisions. Hartini, I., and Hartini (2021) discovered that marketing communication has a favorable and substantial influence on consumer satisfaction. Briefly cover the primary dimensions of marketing communications, as follows: Personal selling, advertising and sales promotions, sponsorship marketing, public relations, and point-of-purchase communication (Yapilando et al., 2018).

Customer satisfaction

Indrasari (2019) defines customer satisfaction as the degree to which a customer feels satisfied with the product or service after comparing it to their expectations. Considering the clear link between customer happiness, market share, and profitability, it should come as no surprise that businesses have developed an obsession with it. They'll probably buy from the firm again and recommend it to others, which will eventually boost sales through word-of-mouth marketing. The word-of-mouth approach is a word-of-mouth marketing strategy. It is critical for companies to comprehend this and create strategies that work in order to satisfy the demands and expectations of their clients. Tangibility, empathy, responsiveness, dependability, and certainty are the five primary elements or determinants of customer happiness, according to (Kotler Keller, Philip and Lane, 2016) in (Cucu Sumartini & Fajriany Ardining Tias, 2019).

Framework for Thought and Hypothesis

The present study corroborates the conjecture made by Laetitia et al. (2021), which indicates that customer happiness is significantly impacted by product quality. According to Hartini, I., & Hartini (2021), marketing communication significantly and favorably affects consumer satisfaction. According to Maesaroh & Rudianti (2022), customer happiness is positively impacted by marketing messages, a

dedication to resolving concerns, and high-quality products.

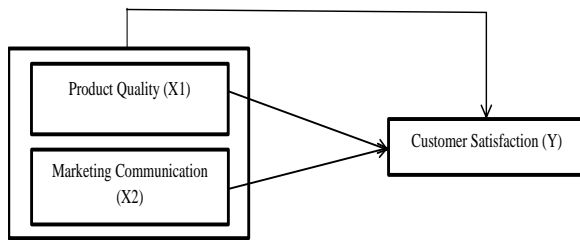


Figure 1. Framework of Thought

According to Figure 1, a hypothesis in a scientific study is a tentative assertion, a conclusion, or a logical speculation concerning a population (Haryana, 2020). Drawing on the theoretical underpinnings and conceptual framework, the following is the hypothesis that guides this research:

H1: Mahkota Gold Pringsewu's customer happiness is positively and significantly impacted by the quality of its products.

H2: Mahkota Gold Pringsewu's customer satisfaction is positively and significantly impacted by marketing communication.

H3: At Mahkota Gold Pringsewu, customer happiness is positively and significantly impacted by marketing communications and product quality.

3. Research Methods

This study uses a quantitative approach. Quantitative is research carried out by collecting data in the form of numbers. The total customer population at the Mahkota Gold Pringsewu store in 2023 is 110 (taken from the average monthly customers). This study employed the Simple Random Sampling approach to choose 86 consumers from a total population of 110 customers, taking into account the degree of homogeneity among the present population members. Population members are sampled at random, regardless of stratification. The opportunities for each member of the population are the same, and the basic data gathering tool is a questionnaire with a Likert scale of 1 to 5. The questionnaire contains 7 statement items for product quality variables (Kotler, 2018) , 5 for marketing communication variables (Yapilando et al., 2018) , 10 for the customer satisfaction variable (Kotler Keller, Philip and Lane., 2016) in (Cucu Sumartini & Fajriany Ardining Tias, 2019) . This analysis uses calculations through statistical methods and to make data analysis easier, this research uses SPSS 25 software .

4. Results

a. Validity test

The purpose of the validity test is to determine whether the utilized instrument actually measures the things that it is designed to measure. The r table value is compared in order to compute the validity test. It is determined that the query is legitimate if r count > r table. The formula (df = n - 2), (df = 86-2) = 84 = 0.2120 (as seen in the two-tailed r table) yields the table r value.

Table 1. Validity Test Results

Variable	Indicator	R Count	R Table	Information
Product Quality(X1)	X1.1	0,499	0,2120	Valid
	X1.2	0,547	0,2120	Valid
	X1.3	0,649	0,2120	Valid
	X1.4	0,621	0,2120	Valid
	X1.5	0,639	0,2120	Valid
	X1.6	0,707	0,2120	Valid
	X1.7	0,553	0,2120	Valid
Komunikasi Pemasaran (X2)	X2.1	0,606	0,2120	Valid
	X2.2	0,553	0,2120	Valid
	X2.3	0,673	0,2120	Valid
	X2.4	0,711	0,2120	Valid
	X2.5	0,607	0,2120	Valid
Kepuasan Kerja (Y)	Y.1	0,778	0,2120	Valid
	Y.2	0,647	0,2120	Valid
	Y.3	0,699	0,2120	Valid
	Y.4	0,729	0,2120	Valid
	Y.5	0,693	0,2120	Valid
	Y.6	0,634	0,2120	Valid
	Y.7	0,417	0,2120	Valid
	Y.8	0,692	0,2120	Valid
	Y.9	0,719	0,2120	Valid
	Y.10	0,839	0,2120	Valid

Source: SPSS 25 Analysis Data.

It may be inferred that the indicators for each questionnaire are legitimate based on Table 1 since the questions from these variables have r count > r table.

b. Reliability Test

An indicator called a reliability test indicates how much the outcomes of a measurement may be relied upon. It may be concluded that a variable is dependable or consistent in measuring if its Cronbach's Alpha value is more than 0.60 (Putri, 2015). The reliability test results are displayed in Table 2 below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Alpha	Information
X1	0.843	0.60	Reliable
X2	0.830	0.60	Reliable
Y	0.913	0.60	Reliable

Source: SPSS 25 Analysis Data.

Given that variable X1's value of 0.843 > 0.60 in Table 2 above, it may be considered dependable. Since the Cronbach Alpha score is more than 0.60, it is easy to conclude that the variables' questions are credible.

c. Multiple Linear Regression Analysis

Multiple regression analysis is used to create a coefficient table that shows the relative contributions of marketing communication and product quality to consumer pleasure.

Table 3. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	2,169	1,625		1,334	0,186
1 Product Quality (X1)	0,399	0,105	0,256	3,783	0,000
Marketing Communications (X2)	1,288	0,123	0,712	10,510	0,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: SPSS 25 Analysis Data.

Based on the table above, a multiple regression equation model can be created based on column B. The research results of the multiple regression equation model are as follows $Y = 2.169 + 0.399X1 + 1.288X2$. The multiple regression equation model resulting from this analysis can also be interpreted as follows:

- a. The constant value is 2.169. A constant value of 2.169 means that if there are no product quality variables (X1) and marketing communications (X2) then there is no customer satisfaction.
- b. Regression coefficient X1 (product quality) = 0.399. The regression coefficient X1 value of 0.399 states that if product quality increases by 1 unit, while marketing communication is assumed to remain constant, customer satisfaction will increase.
- c. Regression coefficient X2 (marketing communications) = 1.288. The regression coefficient X2 value of 1.288 states that if marketing communications increases by 1 unit, while product quality is assumed to remain constant, customer satisfaction will increase.

d. Partial Test (T)

The following table displays the computed t values for each variable, which are product quality

(X1), marketing communications (X2), and customer happiness (Y), based on calculations performed with the aid of the SPSS 25 analytic program:

Table 4. Partial Test Results (T)

Variable	T Count	T Table	Sig
X1	3,783	1,985	0,000
X2	10,510	1,985	0,000

Source: SPSS 25 Analysis Data.

Based on table 4, the results can be obtained, namely:

- 1. The significance level is 0.000, and the product quality t-count is 3.783 > ttable value is 1.98896. H1 is authorized and H0 is denied for the product quality variable. Thus, the first hypothesis of the Mahkota Gold Pringsewu corporation claims that there is a link between product quality and customer satisfaction.
- 2. The significance level is 0.000, and the Marketing Communication variable has a t-count of 10.510 < ttable value is 1.98896. H0 is rejected and H2 is accepted. As a result, the second hypothesis claims that marketing communication has an influence on consumer satisfaction at Mahkota Gold Pringsewu.

e. Simultaneous Test (F)

To ascertain the independent variable's simultaneous impact on the dependent variable, the f test (simultaneous) is used. The f test computation results that were achieved with the use of the SPSS 25 analysis tool are listed below.

Table 5. Simultaneous Test Results (F)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2259,665	2	1129,833	267,605	.000 ^b
Residual	350,428	83	4,222		
Total	2610,093	85			

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Marketing Communications (X2), Product Quality (X1)

Source: SPSS 25 Analysis Data.

The calculation returned the numbers fcount = 267.605 > 3.11 with a significance threshold of 0.000 < 0.05 and H3 is accepted, indicating that marketing communications and product quality have a joint impact on consumer satisfaction. As a consequence, the third hypothesis, the impact of marketing communication and product quality on customer satisfaction at Mahkota Gold Pringsewu, appears to be supported.

d. Discussion

- a. The influence of product quality has a positive and significant effect on customer satisfaction. The significance level is 0.000, and the product quality t-count is $3.783 > t_{table}$ value is 1.98896. H1 is authorized and H0 is denied for the product quality variable. Thus, the first hypothesis of the Mahkota Gold Pringsewu corporation claims that there is a link between product quality and customer satisfaction. The findings of this study corroborate those of Laetitia et al.'s (2021) investigation, which discovered a substantial relationship between product quality and consumer happiness.
- b. The influence of marketing communications has a positive and significant effect on customer satisfaction. The significance level is 0.000, and the Marketing Communication variable has a t-count of $10.510 < t_{table}$ value is 1.98896. H0 is rejected and H2 is accepted. As a result, the second hypothesis claims that marketing communication has an influence on consumer satisfaction at Mahkota Gold Pringsewu. The findings of this study corroborate those of Hartini, I., & Hartini (2021), who discovered that marketing communication significantly and favorably affects consumer satisfaction.
- c. The influence of product quality and marketing communications together has a positive and significant effect on customer satisfaction.

The calculation returned the numbers $f_{count} = 267.605 > 3.11$ with a significance threshold of $0.000 < 0.05$ and H3 is accepted, indicating that marketing communications and product quality have a joint impact on consumer satisfaction. As a consequence, the third hypothesis, the impact of marketing communication and product quality on customer satisfaction at Mahkota Gold Pringsewu, appears to be supported. The findings of this study corroborate those of Maesaroh & Rudianti's (2022) research, which discovered that product quality, marketing communications, and a dedication to resolving complaints all positively impact customer happiness.

5. Closing

Conclusion

Based on the results of research regarding Determination of Mahkota Gold Pringsewu Customer Satisfaction, it can be concluded that:

- 1. Product quality has a positive and significant effect on customer satisfaction.

- 2. Marketing communication has a positive and significant effect on customer satisfaction.
- 3. Product quality and marketing communications together have a positive and significant effect on customer satisfaction for Mahkota Gold Pringsewu consumers.

Suggestions

Based on the conclusions obtained in this research, the following suggestions are proposed:

- 1. Mahkota Gold Pringsewu must maintain product quality, this is because there are still gold products that break easily and gems that often disappear even though the product has just been produced.
- 2. Mahkota Gold Pringsewu should be able to maintain and improve good marketing communications in line with increasing customer satisfaction expectations at the store.
- 3. Mahkota Gold Pringsewu customer satisfaction should be given more attention by providing training to employees so that employees can provide good service standards to customers.

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