



# The influence of service quality and product quality on member satisfaction at the Mitra Pandawa Pilangsari Jatitujuh Producer Cooperative

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## ABSTRACT

In a cooperative there are many factors that influence member satisfaction, including the quality of service and product quality in the cooperative. This research aims to determine the effect of service quality and product quality on member satisfaction. This research uses descriptive and verification methods. The population of this study were members of the Mitra Pandawa Pilangsari Producer Cooperative. The sampling technique uses purposive sampling. The number of respondents was 72 members. The research instrument used a questionnaire. The research results show that service quality and product quality have a positive and significant effect on member satisfaction. This is proven by the regression results  $Y = 1.039 + 0.310X_1 + 0.462X_2$ . This means that if the value of service quality and product quality is zero, then member satisfaction is worth 1.039. If product quality remains the same and service quality increases by 1 unit, member satisfaction increases by 0.310. If the service quality variable remains constant and product quality increases by 1 unit, member satisfaction increases by 0.462. The correlation value is 0.813, meaning that service quality and product quality have a very strong relationship with member satisfaction. Service quality and product quality contribute 33.9% to member satisfaction, while the remaining 33.9% is influenced by other variables not studied.

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## 1. INTRODUCTION

A cooperative is a people's economic organization that has a social character and was founded with the aim of working together to improve the welfare of its members. Theoretically, cooperatives have characteristics that have the potential to be superior as business entities that can play an important role in empowering the community's economy (Prof. Dr. H. Edy Sutrisno, 2022). A cooperative can be said to be successful if the cooperative can provide benefits to its members, both economic and non-economic benefits (Dompas, 2012). It is hoped that by serving cooperative business activities, it will provide direct benefits to its members.

The Mitra Pandawa Pilangsari Jatitujuh Producer Cooperative is a cooperative institution that has business units in providing services and providing products. The services include tractor rental services and sugar cane transportation services. Meanwhile, in terms of cooperative products, this

cooperative provides capital loans to finance farmers' sugar cane crops. As a cooperative institution, of course it must have the same role and goal, namely to improve the welfare of its members by providing good quality services and products. The goals of the cooperative will not be realized without the active role of members, therefore member satisfaction influences the sustainability of the cooperative (Miftah & Achyani, 2023).

According to (Aini, 2017) explains that the quality of cooperative services is the service provided by the cooperative in advancing the businesses of its members. Meanwhile, product quality is the product's ability to fulfill its functions, both in terms of durability, reliability, convenience, accuracy and other things (Sigit & Soliha, 2017). Good service quality will be the key to winning the hearts of cooperative members. This is in line with the findings (Timothy M. R. Rusman, Joula J. Rogahang, 2021) which states that service quality has a positive and significant effect on member satisfaction. This is also confirmed by the findings (Moikalong et al., 2023) that service quality has a significant effect on customer satisfaction. The satisfaction that members receive will make them loyal to the cooperative. With excellent service and product suitability, members and organizations can achieve loyalty to remain committed to the cooperative (Sutrisno, 2017). This is in line with the findings (Hastuti et al., 2022) and (Abu et al., 2015) which states that product quality has a significant effect on customer satisfaction. Based on the background described, the author feels interested in conducting research on service quality and product quality in influencing member satisfaction. The aim of this research is to determine the effect of service quality and product quality on cooperative member satisfaction.

## 2. RESEARCH METHOD

The method used in this research is descriptive and verification. The research population consisted of 256 members who were registered as sugarcane owners. The sample size in this study was 72 members. The sampling method uses purposive sampling, namely a sampling technique with certain considerations (Sugiyono, 2020). The criteria for members used as research samples are members who are registered as sugar cane owners and have managed it at least twice during the harvest period, and members who have used the services and products of the Mitra Pandawa Pilangsari producer cooperative during two harvest periods. Questionnaires were used as research instruments. Validity and reliability tests were carried out to determine the quality of the questionnaire. Before testing the hypothesis, a data normality test is first carried out to find out whether the data collected is normally distributed. Multiple linear regression tests, multiple correlation tests, and coefficient of determination tests were used to analyze research data, while partial t tests and simultaneous F tests were used to test hypotheses. This data analysis was carried out using SPSS version 23 software.

## 3. RESULTS AND DISCUSSIONS

### Research result

To obtain reliable research results, validity and reliability tests were first carried out on the service quality, product quality and member satisfaction instruments (questionnaires). The instrument test results can be seen in table 1

Table 1. Instrument Test Results (Questionnaire)

Variabel	Statement Items	Validitas		Reliabilitas	
		Koefisien Korelasi	Information	Cronbach's alpha	Information
Service Quality	No. 1 - 15	>0,30	Valid	0,824	Reliabel
Product Quality	No. 16 - 24			0,880	
Member Satisfaction	No. 25 - 33			0,856	

Sumber: data diolah (2023)

Based on the results of validity test calculations using the product moment correlation formula, the correlation coefficient value for each questionnaire statement item was more than 0.30,

so that 33 questionnaire statement items were declared valid. The next step is to carry out a reliability test using the Cronbach alpha formula with the condition  $r_{count} \geq r_{table}$  with a significance level of 5%, and the results are that all questionnaire statement items for each variable are said to be reliable, so they can be used for research.

The following are the results of data processing using SPSS version 23 software.

Tabel 2. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,039	2,930		,355	,724
1 Service Quality	,310	,056	,452	5,564	,000
Product Quality	,462	,078	,484	5,952	,000

a. Dependent Variable: Member Satisfaction

Based on the results of data analysis displayed in table 2, the regression equation  $Y = 1.039 + 0.310 X_1 + 0.462 X_2$  can be interpreted as follows:

- 1) A constant of 1.039 means that if service quality and product quality are 0, then member satisfaction is 1.039.
- 2) The regression coefficient for the service satisfaction variable is 0.310, meaning that if the product quality variable has a constant value and service quality increases by 1 unit, then member satisfaction will increase by 0.310. The coefficient is positive, meaning that the higher the quality of service, the higher member satisfaction will be.
- 3) The regression coefficient for the product quality variable is 0.462, meaning that if the service quality variable has a constant value and product quality increases by 1 unit, then member satisfaction will increase by 0.462. The coefficient is positive, meaning that the higher the product quality, the higher member satisfaction will be.

Tabel 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,813 <sup>a</sup>	,661	,651	2,72507

a. Predictors: (Constant), Compensation, Individual Characteristics

Based on table 3, a correlation value ( $r$ ) of 0.813 is obtained, meaning that service quality and product quality at the Mitra Pandawa Producer Cooperative have a very strong relationship with member satisfaction. Meanwhile, the coefficient of determination is 0.661, meaning that member satisfaction which is influenced by service quality and product quality is 66.1%. Meanwhile, the remaining 33.9% was influenced by other variables or factors that were not researched.

The test results can be depicted in a path diagram as follows:

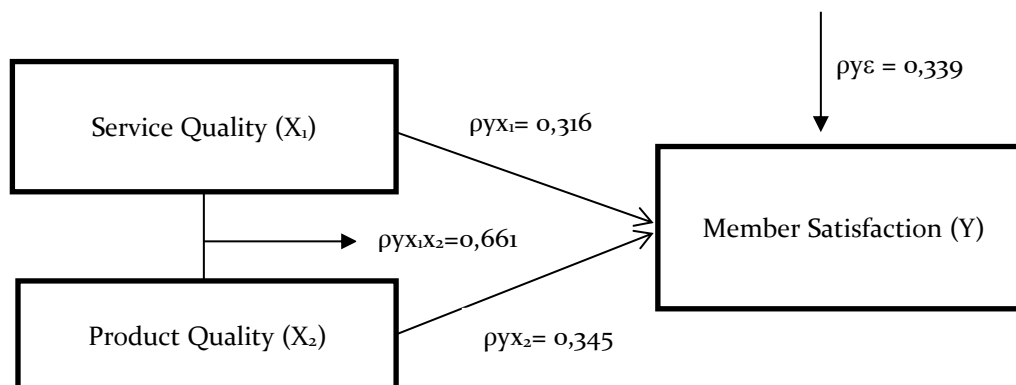


Figure 1. Structure of the causal relationship between  $X_1$ ,  $X_2$  and  $Y$

Based on the data in Figure 1, the following information can be obtained:

- 1) The contribution of service quality ( $X_1$ ) which directly influences member satisfaction ( $Y$ ) is  $0.452 \times 0.698 \times 100\% = 31.6\%$  or  $0.316$
- 2) Product quality contribution ( $X_2$ ) which directly influences member satisfaction ( $Y$ ) is  $0.484 \times 0.713 \times 100\% = 34.5\%$  or  $0.345$
- 3) The simultaneous contribution of service quality ( $X_1$ ) and product quality ( $X_2$ ) which directly influences member satisfaction ( $Y$ ) is  $0.661 = 66.1\%$ . The remaining  $0.339 = 33.9\%$  is influenced by other factors not explained in the research.

## Discussion

### 1) The Influence of Service Quality on Member Satisfaction

Based on the results of partial hypothesis testing, it shows that service quality has a positive and significant effect on member satisfaction of the Mitra Pandawa Pilangsari Producer Cooperative. The quality of this service is measured using six dimensions, namely: direct evidence (tangible), reliability, responsiveness, assurance, and empathy (Apriliana & Sukaris, 2022), and each of these dimensions is included in the good category, this has been proven to increase cooperative member satisfaction. Respondents gave a good category to the service quality of the Mitra Pandawa Pilangsari Producer Cooperative due to several reasons, namely related to the speed of service provided by cooperative employees, the ability of cooperative employees to provide information, and the knowledge and skills of employees in providing services. The best service to consumers and the level of service quality is the best consistent way to meet consumer expectations (Andini et al., n.d.) The results of this research are in accordance with the research results of (Ch & Jayyidah, 2019) and (Id et al., 2022), which stated that service quality has a positive and significant effect on member satisfaction. The research results explain that service quality contributes to member satisfaction. Service quality can begin with the needs desired by members and end with the views of cooperative members. The higher the quality of service provided, the higher the satisfaction felt by service users (Tresiya et al., 2019).

### 2) The Influence of Product Quality on Member Satisfaction

Based on partial hypothesis testing, it shows that product quality has a positive and significant effect on member satisfaction. Quality said to be good can be seen based on several dimensions, namely: performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, perceived quality (Khusuma & Utomo, 2021). Respondents gave a good category to the quality of the products at the Mitra Pandawa Pilangsari Producer Cooperative for reasons including the diversity of the Cooperative's products, a complaint handling section that

satisfies members and the Cooperative's product image is well-reputed. Complete product diversity will encourage customer satisfaction in determining the choice of available products (Gede et al., 2022). The results of this research are consistent with the research results of (Irawan, 2020) (Prayoga et al., 2021) which stated that product quality has a significant positive effect on customer satisfaction. Where product quality is one of the most important factors in determining consumer satisfaction, if the quality of a product meets or exceeds customer expectations, it directly leads to customer satisfaction.

3) The influence of service quality and product quality on member satisfaction

Based on the results of hypothesis testing, it shows that service quality and product quality have a positive and significant effect on member satisfaction. Member satisfaction is said to be high and can be seen based on several indicators, namely: attributes related to product, attributes related to service, and attributes related to purchase (Niwayansari et al., 2024). There are several conditions that show the high level of satisfaction of members of the Mitra Pandawa Pilangsari Producer Cooperative, namely members are satisfied with the service fulfillment process, ease of obtaining information, politeness of cooperative employees and the good reputation of the cooperative.

The results of this research are in line with the research results of (Laetitia et al., 2021)(Apriyani & Maya, 2022)(Iliyas et al., 2021) which stated that product quality and service quality influence consumer satisfaction. Research by Stephani Imanuela Laetitia et al explains that satisfaction arises because product quality and service quality can have the appropriate and expected impact on the product received by consumers. This research is in line with the opinion of (Widiarta & Mayasari, 2023) who stated that product quality and service quality play an important role in creating customer satisfaction. Superior product and service quality can be achieved by optimizing all indicators or measures of the quality of the product and service itself.

#### 4. CONCLUSION

This study aims to Companies that are trapped in financial distress will try to take any action so that their companies can continue to survive. Efforts to maintain the continuity of the company need to be made because the company is still bound by contracts and has obligations to external parties. Being a manager is triggered to make decisions by considering how to manipulate their accounting policies to increase operational income or their ability to pay obligations to related parties, one of which is by taking tax avoidance actions to reduce the company's burden, namely its tax burden. The population and sample used in this study were manufacturing companies listed on the Indonesia Stock Exchange (IDX) during the 2015-2020 period. The selection of samples in this study used the purposive sampling method. The high level of tax avoidance implies that some companies appear to be more successful in paying lower taxes when compared to other companies in their economic and/or industrial fields. In addition, some companies pay less tax than would be expected when roughly doubling the estimated taxable income with the applicable statutory tax rate. However, in the context of this study, it shows that tax avoidance can create good internal control which has been proven to reduce the occurrence of financial reporting. In conducting this research, of course, there are several limitations that should be improved in further research, namely not providing open questions that can strengthen the variable indicators used. The specifications of the atmosphere being tested are still broad, not specific. In preventing financial reporting, companies should not only focus on profit management because they also pay taxes in an orderly manner in order to create good reporting. In further research, other indicators can be used to measure variables in research, and further research samples should be given to workers in the financial sector who really have experience.

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