The Effect of Service Quality, Product Quality, and Brand Trust on Customer Satisfaction at Violet Bakery Probolinggo

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| Article Info	Abstract
	The purpose of this study was to determine the respective effects of service quality, product quality, and brand trust on customer satisfaction at Violet Bakery Probolinggo. The type of research used is quantitative research with a causal relationship approach. The population of this study were all customers who bought at Violet Bakery Pobolinggo during January-February 2024 with a sample of 112 respondents. The sampling method uses Nonprobability Sampling with Purposive Sampling technique. Data processing using SPSS version 23 with analysis in the form of validity and reliability tests, classical assumption tests, multiple linear regression tests, coefficient of determination and hypothesis testing (t test). The results showed that service quality (X1) had a positive and significant effect on customer satisfaction (Y) with a tcount = 2.930 and sig = 0.004 then product quality (X2) had a positive and significant effect on customer satisfaction (Y) with a tcount = 2.781 and sig = 0.006 and brand trust (X3) had a positive and significant effect on customer satisfaction (Y) with a tcount = 6.026 and sig = 0.000.

INTRODUCTION

The culinary business is growing rapidly today with the aim of achieving profits, one of which is through product marketing. When competition is getting tighter, business actors need to have creative and innovative marketing planning so that the products sold can compete with competitors who offer similar products (Wardani et al., 2022). The phenomenon that occurs in Probolinggo is experiencing rapid growth because the bakery business is experiencing popularity. From the data (BPS, 2022) the average per capita expenditure of Probolinggo City in the food and beverage group in 2022 which consumed white bread was 454, and sweet bread and other bread was 1,790. Changes in people's consumption patterns have occurred where they are more likely to buy practical food dishes. One of the original businesses in the city of Probolinggo is Violet Bakery which is located at Jl. A.A. Maramis Asabri No. 4, Kanigaran which is engaged in food products such as cakes, sweet and salty bread, fresh bread, donuts, and others. This causes intense competition in terms of service quality, products and brand trust which will ultimately affect customer satisfaction. Fulfilling buyer/consumer/customer satisfaction is important

for the seller, as well as by the product itself, because if it is not fulfilled, the buyer/consumer/customer can experience a state of dissatisfaction (Yulianto et al., 2020). The company will achieve success if it can meet customer expectations when allocating services that are in accordance with their needs and desires. When customers receive services that satisfy customer needs, a form of customer satisfaction can be achieved (Pradina et al., 2024; Saputro & Jalari, 2023). It is important to maintain a competitive advantage at this time and allocating the best quality service is the key to competing with other companies, so that the company continues to be sustainable (Elmas et al., 2019). Quality is important in increasing customer satisfaction. Skilled quality encourages customers to build a strong relationship with the company. Good quality products can generate positive satisfaction feedback for customers (Herlambang & Komara, 2021). With quality services and products, it will create brand trust. Brand trust is also said to be a belief in the products or services used for customers that are able to meet their needs and provide customer satisfaction (Putra & Yulianthini, 2022). Therefore, Violet Bakery must be adept at retaining customers by continuing to empower good products and services, becoming brand trust in the minds of customers and of course increasing customer satisfaction by always paying attention to the needs and desires of customers in order to be competitive, so as to survive in business. There is previous research that is in line with this research conducted by (Saputro & Jalari, 2023) that product quality has a significant effect on customer satisfaction and service quality has a significant effect on customer satisfaction. And conducted by (Putra & Yulianthini, 2022) that brand trust has a positive and significant effect on customer satisfaction. Then conducted by (Herlambang & Komara, 2021) product quality is significant to customer satisfaction and service quality has a significant effect on customer satisfaction. Then conducted by (Yulianto et al., 2020) that product quality variables partially have a positive effect on customer satisfaction and service quality variables partially have a positive effect on customer satisfaction variables.

Research purposes:
1. To determine the positive and significant effect between service quality and customer satisfaction at Violet Bakery Probolinggo.
2. To determine the positive and significant effect between product quality and customer satisfaction at Violet Bakery Probolinggo.
3. To determine the positive and significant effect between brand trust and customer satisfaction at Violet Bakery Probolinggo.
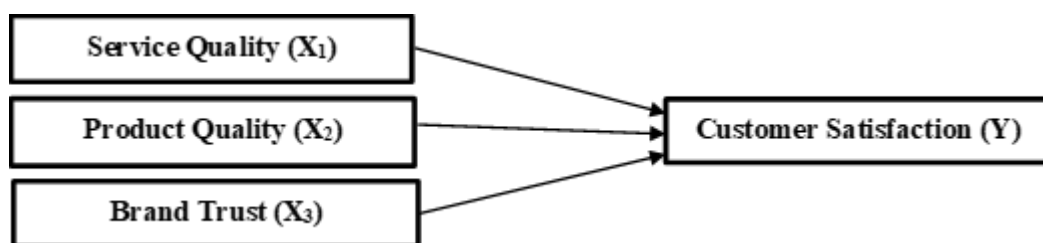
Picture 1: Frame of mind
Source: Primary Data, 2024

METHOD

The research used is quantitative research with a causal approach. Quantitative research involves the use of statistical procedures or other measurement methods to achieve significant findings (Sujarweni, 2019). In this study, the sampling technique used was non-probability sampling with purposive sampling technique. The number of samples in this study was determined using the Hair formula. So that the number is as much as the sample size times the indicator variable, namely

8 x 14 = 112 respondents who come from all Violet Bakery Probolinggo customers who have bought at least once in the last three months at the time of the research (January-February 2024). Data analysis in this study includes validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression tests, determination tests, and t tests. In its management using IBM SPSS version 23.

RESULTS AND DISCUSSION
Validity Test

Table 1. Validity Test Results

No item	X_1	X_2	X_3	Y	r table 5%	Description
1	0,703	0,650	0,734	0,818		
2	0,706	0,701	0,744	0,782		
3	0,748	0,504	0,691	0,666		
4	0,607	0,700	0,771	0,707		
5	0,762	0,618	0,560	0,541	0,1857	Valid
6	0,608	0,581	0,664	0,786		
7	0,458	-	-	-		
8	0,775	-	-	-		
9	0,761	-	-	-		
10	0,564	-	-	-		

Source: Data processed by SPSS, 2024

Based on table 1 above, it can be seen that all statement items in each variable indicator of service quality (X_1), product quality (X_2), brand trust (X_3), and customer satisfaction (Y) show $r_{count} > r_{table}$ with a significance value <0.05 declared valid (Sujarweni, 2019).

Reliability Testing

Table 2: Reliability Test Results

Variable	Cronbach's Alpha Value	Limits	Description
Service Quality (X_1)	0,832		
Product Quality (X_2)	0,617	0,60	Reliable
Brand Trust (X_3)	0,703		
Customer Satisfaction (Y)	0,804		

Source: Data processed by SPSS, 2024

Based on table 2 above, it can be seen that each variable item has a Cronbach Alpha value greater than the reliability provision. So all variables in this research are reliable (Sujarweni, 2019), thus can be used further analysis.

Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		112
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.31984491
Most Extreme Differences	Absolute	.067
	Positive	.053
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed by SPSS, 2024

Based on table 3 above, it can be seen that the results of the normality test using the One-Sample Kolmogorov-Smirnov Test obtained an Asymp Sig value. (2-tailed) of $0.200 > 0.05$ so that it can be stated that the data is normally distributed (Ghozali, 2021). As the assumption or requirement of normality has been met in the regression model, it can be used for subsequent analysis.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.549	1.779		2.556	.012		
	Service Quality	.120	.041	.221	2.930	.004	.611	1.636
	Product Quality	.185	.067	.209	2.781	.006	.613	1.632
	Brand Trust	.470	.078	.487	6.026	.000	.533	1.876
a. Dependent Variable: Customer Satisfaction								

Source: Data processed by SPSS, 2024

Of table 4 above, it can be seen that the VIF value of the independent variables, namely service quality (X_1) is $1.636 < 10$, product quality (X_2) $1.632 < 10$, and brand trust (X_3) $1.876 < 10$. So that the resulting VIF value is between 1-10 or < 10, so there is no multicollinearity in the regression model (Ghozali, 2021) so it can be used for subsequent analysis.

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Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

	Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.369	1.171		2.023	.046
	Service Quality	-.017	.027	-.078	-.646	.519
	Product Quality	-.070	.044	-.194	-1.604	.112
	Brand Trust	.047	.051	.119	.919	.360
a. Dependent Variable: abs_RES						

Source: Data processed by SPSS, 2024

Of table 5 above, the results of the heteroscedasticity test using the Glajser test can be seen that the sig value on the service quality variable (X_1) is $0.519 > 0.05$ and the product quality variable (X_2) is $0.112 > 0.05$ and the brand trust variable (X_3) is $0.360 > 0.05$. So there is no heteroscedasticity in the independent variables in the regression model (Ghozali, 2021) so it can be used for subsequent analysis.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Results

	Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.549	1.779		2.556	.012
	Service Quality	.120	.041	.221	2.930	.004
	Product Quality	.185	.067	.209	2.781	.006
	Brand Trust	.470	.078	.487	6.026	.000
a. Dependent Variable: Customer Satisfaction						

Source: Data processed by SPSS, 2024

$$Y = 4{,}549 + 0{,}120X_1 + 0{,}185X_2 + 0{,}470X_3 + 1{,}779$$

It is known that the constant value (α) is positive 4.549, which means that if the variables of service quality (X_1), product quality (X_2), and brand trust (X_3) are equal to zero, then customer satisfaction (Y) will have a value of 4.549. The regression coefficient (β_1) of service quality (X_1) of 0.120 is positive, indicating an influence between service quality (X_1) and customer satisfaction (Y) of 0.120 with independent variables (product quality and brand trust) is zero. The regression coefficient ($\beta 2$) of product quality (X_2) of 0.185 is positive, indicating an influence between product quality (X_2) and customer satisfaction (Y) of 0.185 with independent variables (service quality and brand trust) is zero. The regression coefficient (β_3) brand trust (X_3) of 0.470 is positive, indicating an influence between brand trust (X_3) and customer satisfaction (Y) of 0.470 with independent variables (service quality and product quality) is zero.

Determination Coefficient Test

Table 7. Determination Coefficient Test Results

			Model Summary^b		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790^a	.625	.614	1.338	1.947

a. Predictors: (Constant), Brand Trust, Product Quality, Service Quality
b. Dependent Variable: Customer Satisfaction

Source: Data processed by SPSS, 2024

Based on table 7, it is known from the Adjusted R Square that 61.4% of the level of customer satisfaction is influenced by service quality, product quality, and brand trust and the remaining 38.6% is influenced by other variables not included in this study such as price, promotion, and brand image variables.

T-Test

Table 8. T-Test Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.549	1.779		2.556	.012
	Service Quality	.120	.041	.221	2.930	.004
	Product Quality	.185	.067	.209	2.781	.006
	Brand Trust	.470	.078	.487	6.026	.000

a. Dependent Variable: Customer Satisfaction

Source: Data processed by SPSS, 2024

The partial test results above show that the service quality variable (X_1) obtained a sig value of 0.004 < 0.05 and a t_{count} value 2.930 > t_{table} 1.982. So that there is a positive and significant effect of service quality on customer satisfaction at Violet Bakery Probolinggo. The product quality variable (X_2) obtained a sig value of 0.006 < 0.05 and a t_{count} value of 2.781 > t_{table} 1.982. So that there is a positive and significant effect of product quality on customer satisfaction at Violet Bakery Probolinggo. The brand trust variable (X_3) obtained a sig value of 0.000 < 0.05 and a t_{count} value of 6.026 > t_{table} 1.982. So that there is a positive and significant effect of brand trust on customer satisfaction at Violet Bakery Probolinggo.

DISCUSSION
The Effect of Service Quality on Customer Satisfaction
Based on the results of the research conducted, it was found that service quality has a significant effect on customer satisfaction at Violet Bakery Probolinggo. This is based on responses from respondents who stated that attention to certain aspects of service quality such as variations in the appearance of Violet Bakery bread can attract customers. In addition, in aspects of customer satisfaction such as Violet Bakery bread maintaining hygiene in its products. It can directly affect the customer experience, it will provide added value to increase customer satisfaction. These results are in line with research conducted

by (Herlambang & Komara, 2021; Saputro & Jalari, 2023; Yulianto et al., 2020) that service quality has a positive and significant effect on customer satisfaction.

The Effect of Product Quality on Customer Satisfaction

Based on the results of the research conducted, it was found that product quality has a positive and significant effect on customer satisfaction at Violet Bakery Probolinggo. This is based on responses from respondents who stated that attention to certain aspects in terms of product quality such as bread owned by Violet Bakery has a soft texture when consumed. In addition, in aspects of customer satisfaction such as bread, Violet Bakery maintains hygiene in its products. Thus, Violet Bakery is the first choice for many people, especially for customers who are looking for high-quality bread because Violet Bakery pays attention to the quality of the products offered. These results are in line with research conducted by (Herlambang & Komara, 2021; Saputro & Jalari, 2023; Yulianto et al., 2020) that product quality has a positive and significant effect on customer satisfaction.

The Effect of Brand Trust on Customer Satisfaction

Based on the results of the research conducted, it is found that brand trust has a positive and significant effect on Violet Bakery Probolinggo customer satisfaction. This is based on responses from respondents who stated that attention to certain aspects in terms of brand trust such as the name Violet Bakery is easy for customers to remember. In addition, in aspects of customer satisfaction such as bread, Violet Bakery maintains hygiene in its products. This makes Violet Bakery create strong branding so that it succeeds in winning customer trust and satisfaction. Violet Bakery is a top priority for customers when looking for quality bread and safe for consumption. These results are in line with research conducted by (Purba & Madiawati, 2021; Putra & Yulianthini, 2022) that brand trust has a positive and significant effect on customer satisfaction.

CONCLUSION

Based on the results of research, and discussion of customer satisfaction at Violet Bakery Probolinggo which is influenced by service quality, product quality, and brand trust, it can be concluded that there is a positive and significant influence between service quality, product quality, brand trust partially on customer satisfaction at Violet Bakery Probolinggo. Future researchers can develop research models with other independent variables including promotion, price, brand image and can use mediating variables to get information about customer satisfaction to be comprehensive.

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