



**THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON
CUSTOMER SATISFACTION AT SINAR MAS GOLD JEWELRY STORE**

UNDERGRADUATE THESIS

**Submitted as one of the requirements for completing Undergraduate
Program**

**Department of Business Administration Faculty of Social and Political
Sciences Diponegoro University**

Author:

LYSANDRA BRYNA HANWARI

Student ID Number 14030119190126

**IUP BUSINESS ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCES
DIPONEGORO UNIVERSITY
SEMARANG**

2023

STATEMENT OF ORIGINALITY OF SCIENTIFIC WORK



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN
TEKNOLOGI
UNIVERSITAS DIPONEGORO
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Jalan Prof. Sudarto, S.H.
Tembalang Semarang KodePos 50275
Tel./Faks. (024) 74605407
www.fkip.undip.ac.id | email: fkip[at]undip.ac.id

SURAT PERNYATAAN KEASLIAN KARYA ILMIAH (SKRIPSI / TA*)

Saya yang bertanda tangan di bawah ini:

1. Nama Lengkap : Lysandra Bryna Hanwari
2. Nomor Induk Mahasiswa : 14030119190126
3. Tempat / Tanggal Lahir : Semarang, 26 September 2001
4. Jurusan / Program Studi : Administrasi Bisnis
5. Alamat : Jl. Kimar II Cluster C/1, Kel. Pandean Lamper
Kec. Gayamsari, Kota Semarang,
Prov. Jawa Tengah

Menyatakan dengan sesungguhnya bahwa karya ilmiah (Skripsi/TA) yang saya tulis berjudul:

"The Effect of Product Quality and Service Quality on Customer Satisfaction at Sinar Mas Gold Jewelry Store"

Adalah benar-benar **Hasil Karya Ilmiah Tulisan Saya Sendiri**, bukan hasil karya ilmiah orang lain dan juga tidak mengandung plagiasi dari sumber informasi lainnya. Hal ini diperkuat dengan hasil uji kemiripan Turnitin yang kurang dari 20%. Apabila di kemudian hari ternyata karya ilmiah yang saya tulis itu terbukti bukan hasil karya ilmiah saya sendiri atau hasil plagiasi karya orang lain, maka saya sanggup menerima sanksi berupa pembatalan hasil karya ilmiah saya dengan seluruh implikasinya, sebagai akibat kecurangan yang saya lakukan.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya dan dengan penuh kesadaran serta tanggung jawab.

Mengetahui,
Dosen Pembimbing

Dr. Andi Wijayanto, S.Sos, M.Si
NIP. 197503152008011014

Semarang, 14 Juni 2023

Pembuat Pernyataan,

Lysandra Bryna Hanwari
NIM. 14030119190126

Ketua Program Studi

Dr. Reni Shinta Dewi, S.Sos., M.Si.
NIP. 197603302003122001

*) Lampirkan dokumen hasil uji Turnitin yang menunjukkan uji kemiripan <20%

VALIDATION SHEET

Title of Thesis: The Effect of Product Quality and Service Quality on
Customer Satisfaction at Sinar Mas Gold Jewelry Store

Name : Lysandra Bryna Hanwari

NIM : 14030119190126

Department : Business Administration

Declared valid as one of the requirements for completing Bachelor's degree
education in the Business Administration Study Program, Faculty of Social and
Political Sciences, University Diponegoro.

Semarang, 3rd July 2023

Dean



Prof. Dr. Drs. Hardi Warsono, M.T.
NIP. 196408271990011001

Vice Dean
of Accademic & Students Affair



Dr. Drs. Teguh Yuwono, M.Pol.Admin.
NIP. 196908221994031003

Thesis Supervisor:

1. Dr. Andi Wijayanto, S.Sos., M.Si.
2. Prof. Sudharto P. Hadi, MES,Ph.D.


(.....)
(.....)

Examiner Lecturer:

1. Prof. Bulan Prabawani, S.Sos., M.M., Ph.D.
2. Prof. Sudharto P. Hadi, MES,Ph.D.
3. Dr. Andi Wijayanto, S.Sos., M.Si.


(.....)
(.....)
(.....)

MOTTO & DEDICATION

“Wherever Life Plants You, Bloom With Grace”

With the permission of Allah SWT, I dedicate this thesis to :

1. My beloved parents for their support and prayers and my sisters Salsa, Sakhia and Amas
2. Me, myself, and I who always keep going and not giving up on completing this research.
3. LS (Azka, Hanun, Deniar, Inez, Nanas, Natasya) thank you for accompanying me since semester 1 and always support and give motivation during college.
4. Kacrut team (Nana, Azka, Bella, Nada, Keyla, Nuke) for friendship.
5. All Business Administration Lectures, especially Dr. Andi Wijayanto, S.Sos., M.Si. and Prof. Sudharto P. Hadi, MES, Ph.D. as thesis supervisors who have guided and directed me in this thesis.
6. My friends in the Department of Business Administration International Undergraduate Program 2019 class who help me in the preparation of this essay.
7. All of my friends in the Department of Business Administration 2019 class who help me to finish my essay.

The Effect of Product Quality and Service Quality on Customer Satisfaction at Sinar Mas Gold Jewelry Store

ABSTRACT

Sinar Mas Gold Jewelry Store is a company engaged in the sale of gold jewelry. The successful key of Sinar Mas Gold Jewelry Store in the field of gold jewelry is focused on customer satisfaction in order to survive and dominate the market. The problem of this research Sinar Mas Gold Jewelry Store has made significant decrease seen from gold sales data from 2015 to 2021. There is consumer complaint arises on product quality and service quality that has been provided on customer in Sinar Mas. In order to improve customer satisfaction, Sinar Mas Gold Jewelry Store trying to provide the kind of products and services superior facilities that aims to satisfy customers. The purpose of this research to determine whether there is an effect of product quality and service quality at Sinar Mas Gold Jewelry Store. The sample was 100 customers of Sinar Mas Gold Jewelry Store that were taken using accidental sampling. Measurement scale with a Likert scale. Data collection by using a questionnaire. While the data analysis technique used was simple and multiple regression analysis.

The results of this study indicate that product quality and service quality have a positive effect partially and simultaneously on the customer satisfaction, where together, the product quality has the greatest influence on the customer satisfaction. Partially, product quality contributed 53.8% to the customer satisfaction, while the service quality contributed 66.9% to the customer satisfaction. Then simultaneously product quality and service quality contributed 71.2% to the customer satisfaction.

Based on these results, it is suggested that Sinar Mas Gold Jewelry Store be able to improve the quality of customer service and products offered to compete and outperform competitors with understanding customer needs and desires. Therefore, it can help Sinar Mas gold jewelry store to expand market share, increase profitability and ensure trade sustainability.

Keywords: Customer Satisfaction, Product Quality, Service Quality

FOREWORD

Alhamdulillah, all praises and thanks to Allah SWT because of the abundance of His mercy and guidance, so that on this occasion the author can complete the thesis with the title “The Effect of Product Quality and Service Quality on Customer Satisfaction at Sinar Mas Gold Jewelry Store”. This thesis was prepared as one of the requirements to complete the undergraduate education at the Business Administration Study Program, Faculty of Social and Political Sciences, Diponegoro University.

On this occasion, the authors would like to thank those who have guided, helped and supported during the process of writing this thesis, so that it can be completed properly. The author's like to thank to:

8. Prof. Dr. Hardi Warsono, MT. Dean of the Faculty of Social and Politic Science Diponegoro Univeristy.
9. Dr. Reni Shinta Dewi, S.Sos., M.Si. Head of Undergraduate Program Faculty of Social and Politic Science Diponegoro University.
10. Dr. Andi Wijayanto, S.Sos., M.Si. first Supervisor Lecturer who has provided direction and guidance in the preparation of this thesis.
11. Prof. Sudharto P. Hadi, MES, Ph.D. second Supervisor Lecturer who has provided direction and guidance in the preparation of this thesis.
12. Prof. Bulan Prabawani S.Sos., M.M., Ph.D. Academic Lecturer who has been helping and guiding during the lecturer process.
13. All FISIP UNDIP lecturers who have provided useful knowledge during the lecture process, especially Business Administration lecturers Diponegoro University.
14. And all parties that I cannot mention one by one.

The author admits that there are still many shortcomings in this research thesis limitations, abilities, and knowledge of the author, so far from being perfect. Therefore, constructive criticism and suggestions are always welcome by author.

Semarang, 06th April 2023

Author

A handwritten signature in black ink, consisting of a large, stylized 'B' followed by 'm' and a vertical line with a horizontal crossbar.

Lysandra Bryna Hanwari

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY OF SCIENTIFIC WORK	ii
VALIDATION SHEET	iii
MOTTO & DEDICATION	iv
ABSTRACT	v
FOREWORD.....	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
CHAPTER I.....	1
1.1 Research Background	1
1.2 Problem Statement	11
1.3 Research Purpose.....	12
1.4 The Benefit of Research	12
1.4.1 Theoretical Aspects.....	12
1.5 Theoretical Framework	13
1.5.1 Marketing.....	14
1.5.2 Marketing Mix	16
1.5.3 Consumer Behavior	17
1.5.4 Customer Satisfaction	18
1.5.5 Product Quality	19
1.5.6 Service Quality	20
1.5.7 Previous Research.....	23
1.5.8 Relationship Between Variable	26
1.6 Definition of Concept	29
1.6.1 Product Quality	29
1.6.2 Service Quality	29
1.6.3 Customer Satisfaction	29
1.7 Operational Definition.....	30
1.7.1 Product Quality	30
1.7.2 Service Quality	30
1.7.3 Customer Satisfaction	33

1.8 Research Method	35
1.8.1 Types of Research.....	35
1.8.2 Population and Sample	36
1.8.3 Sampling Technique.....	37
1.8.4 Type and Data Source	38
1.8.5 Measurement Scale	39
1.8.5 Data Collection Techniques	40
1.8.7 Data Processing Techniques	40
1.8.8 Analysis Techniques	41
CHAPTER II	49
2.1 Company Profile Sinar Mas Gold Jewelry Store	49
2.1.1 Company Logo	50
2.2 Organizational Structure.....	51
2.3 Operation Time.....	53
2.4 Products	54
2.5 Price	55
2.6 Place.....	55
2.7 Promotion.....	55
2.8 Respondent of Characteristics	59
2.8.1 Characteristics of Respondents by Age	59
2.8.2 Characteristics of Respondents by Gender	60
2.8.3 Characteristics of Respondents by Attainment Education.....	61
2.8.4 Characteristics of Respondents by Occupation	62
2.8.5 Characteristics of Respondents by Income	63
2.8.6 Characteristics of Respondents Based on Customer who make the purchase twice or more on Sinar Mas gold jewelry store.....	63
CHAPTER III	65
3.1 Validity and Reliability	66
3.1.1 Validity	66
3.1.2 Reliability.....	70
3.2 Analysis and Interpretation of Research Results.....	71
3.2.1 Product Quality	71

3.2.2 Service Quality	77
3.2.3 Customer Satisfaction	82
3.3 Hypothesis Test	87
3.3.1 Classical Assumption Test	87
3.3.2 Analysis of the Effect Product Quality on Customer Satisfaction.....	90
3.3.3 Analysis of the Effect Service Quality on Customer Satisfaction	95
3.3.4 Analysis of the Effect Product Quality and Service Quality on Customer Satisfaction.....	101
3.4 Discussion	107
CHAPTER IV.....	111
4.1 Summary	111
4.2 Recommendations	112
4.2.1 For Sinar Mas Gold Jewelry Store	112
4.2.2 For Future Researchers	113
REFERENCES.....	114
APPENDIX 1.....	118
APPENDIX 2.....	123
APPENDIX 3.....	125
APPENDIX 4.....	128
APPENDIX 5.....	131
APPENDIX 6.....	133

LIST OF FIGURES

Figure 1.1 Gold Price Charts per Grams	2
Figure 1.2 Sinar Mas Gold Sales 2016 - 2022	7
Figure 1.3 Sinar Mas Gold Sales Graph January - December 2022	8
Figure 1.4 Research Hypothesis Model	28
Figure 1.5 One Tail T-Test	47
Figure 2.1 Sinar Mas Gold Jewelry Store Logo.....	50
Figure 2.2 Structure Organization of Sinar Mas Gold Jewelry Store	51
Figure 2.3 Product of Sinar Mas Gold Jewelry Store	54
Figure 2.4 Promotion Through Instagram.....	57
Figure 2.5 Promotion Through WaBusiness.....	57
Figure 2.6 Promotion Through Facebook	58
Figure 3.1 Normality Test Results	88
Figure 3.2 Scatterplots Test Results.....	89
Figure 3.3 Product Quality (X1) t test on Customer Satisfaction (Y).....	95
Figure 3.4 Service Quality (X2) T Test on Customer Satisfaction (Y)	100
Figure 3.5 Curve F Test Product Quality (X1) and Service Quality (X2) on Customer Satisfaction (Y).....	106

LIST OF TABLES

Table 1.1 Global Gold Jewellery Consumption Recovered to Pre-COVID	7
Table 1.2 List of Consumer Complaints Sinar Mas Gold Jewelry Store	10
Table 1.3 Previous Research	23
Table 1.4 Research Variables and Operational Definitions	34
Table 1.5 Likert Scale	40
Table 1.6 Correlation Coefficient Analysis	44
Table 2.1 Respondents by Age	60
Table 2.2 Respondents by Gender	61
Table 2.3 Respondents by Attainment Education	61
Table 2.4 Respondents by Occupation	62
Table 2.5 Respondents by Income	63
Table 2.6 Respondents by Customer Who Make the Purchase Twice or More on Sinar Mas gold jewelry store.....	64
Table 3.1 Product Quality Validity Test	67
Table 3.2 Service Quality Validity Test.....	68
Table 3.3 Customer Satisfaction Validity Test	69
Table 3.4 Product Quality, Service Quality, and Customer Satisfaction Reliability Test.....	70
Table 3.5 Recapitulation of Respondents Answers Regarding Product Quality Variables	72
Table 3. 6 Product Quality Variable Categorization.....	75
Table 3.7 Recapitulation of Respondents Answers Regarding Service Quality Variables	77
Table 3.8 Service Quality Variable Categorization	81
Table 3.9 Recapitulation of Respondents Answers Regarding Customer Satisfaction Variables.....	83
Table 3.10 Customer Service Variable Categorization.....	86
Table 3.11 Multicollinearity Test Results.....	89
Table 3.12 Correlation Test Results of Product Quality on Customer Satisfaction	91
Table 3.13 Determination Coefficient Test Results of Product Quality on Customer Satisfaction	92
Table 3.14 Simple Linear Regression Test Results Product Quality	92
Table 3.15 Correlation Test Results of Service Quality on Customer Satisfaction	96
Table 3.16 Determination Coefficient Test Results of Service Quality on Customer Satisfaction	97
Table 3.17 Simple Linear Regression Test Results Service Quality	98
Table 3.18 Correlation Test of Product Quality and Service Quality on Customer Satisfaction.....	101

Table 3.19 Multiple Linear Regression Test of Product Quality and Service Quality on Customer Satisfaction	103
Table 3.20 F Test of Product Quality and Service Quality to Customer Satisfaction.....	105