Analysis of The Influence of Product Quality and Company Image on Customer Satisfaction at Bank BJB

Froilan Delute Mobo¹, Ujang Badru Jaman²

Philippine Merchant Marine Academy, Philippine
Universitas Nusa Putra, Indonesia

Article Info	ABSTRACT
	Customers are crucial in the existence of a bank. The customer can be said to be a feeling after the performance he perceives with his expectations. The performance perceived by customers of the expectations they want is an important measure of the satisfaction they feel. Customers can be one of the keys to the success of a bank. This writing uses a quantitative research approach. The focus of this research is the influence of product quality and corporate image on customer satisfaction. The location of this research was conducted at Bank BJB. Based on the discussion, 1) product quality has a positive and significant effect on customer satisfaction, 2) company image has a positive and significant effect on customer satisfaction, and 3) product quality and corporate image have a simultaneous effect on customer satisfaction.

Corresponding Author:

Name: Froilan Delute Mobo
Institution: Philippine Merchant Marine Academy
Email: froilandelutemobo@gmail.com

1. INTRODUCTION

Customer happiness is essential for banking continuity. Customer satisfaction can be defined as an individual's thinking that follows a comparison between their perceived performance and their expectations. Customers' perceptions of how well a business meets its expectations are key indicators of their satisfaction. One of the keys to a bank's success may be its ability to make its customers happy.

Starting with their initial findings, the authors found differences in product quality and corporate image provided between one BJB Bank and another. Bank BJB's performance was quite good throughout 2021. Compared to other banks, Bank BJB reported the highest profit on its website. The increase in product quality and the brand image they provide is one of the causes of this increase in profits. Along with the author's discussion with Bank BJB's clients who expressed reasonable satisfaction with the services received.

For businesses, in this case, companies that offer banking services, customer satisfaction is significant because satisfied customers are the result of companies providing the best service. Customers will have a higher level of satisfaction with this service, both positive and negative. Customer satisfaction is essential to banking businesses if they want their current clients to continue to use their services and keep the business operating.

The ability of a product to meet consumer expectations is determined by its quality. This will impact consumer happiness because satisfied customers are those whose products are of high quality. Conversely, if the company cannot meet customer expectations for high-quality goods, customers will become dissatisfied. Product quality is the totality of features derived from engineering, production, marketing, and maintenance to make a product function and satisfy consumer or customer expectations.

Customer satisfaction will be based on product quality, which will be evaluated and compared with customer needs and wants. The extent to which product quality meets consumer expectations and demands impacts customer satisfaction.

In addition to product quality, a key element in increasing customer satisfaction is the company's image. Customers often rely on their purchases on the company's reputation, especially when unfamiliar with items in the category. In this situation, customers are more likely to "believe" in the quality of goods with their favorite or most famous brand names. Because they promise better quality, dependability, and service, consumers often believe that branded products are better and more valuable.

Since what consumers perceive is more important than actual reality, businesses must consider customer perceptions when making choices. The brand consumers see as the largest in its category is the one that makes the most money, is most desired by customers, and has the most satisfied customers.

To give customers a good impression and perception of the company, the site cannot be generated overnight; instead, it has to be built up over time by the company. A person's image of something consists of perceptions, assumptions, and feelings.

2. THEORETICAL FRAMEWORK

2.1 Product Quality

According to [1], product quality is the totality of features derived from engineering, production, marketing, and maintenance to make the product function and satisfy consumer or customer expectations. According to [2], product quality is the sum of the qualities and characteristics of a product or service that depend on its capacity to meet stated or implied demands. According to [3], product quality refers to the elements that make an item or result meet the purpose of its manufacture.

Product Quality Indicator

According to [2], there are several indicators of product quality as follows:

1. Form
2. Product features
3. Performance
4. Accuracy/Conformance
5. Durability
6. Reliability
7. Ease of repair
8. Style
9. Design

2.2 Company Image

To give customers a good impression and perception of the company, the company's image cannot be generated overnight; instead, it has to be built up over time by the company. A person's image of something consists of a collection of perceptions, assumptions, and feelings (Kotler & Keller, 2019). Image is the perception that a person has based on his familiarity and understanding of facts or reality [4], [5], on the other hand, claims that corporate image is a collection of effects on observers from all verbal and visual components of an organization, whether intentional or not. , as well as from the influence of other external factors.

2.3 Company Image Indicator

There are several indicators of a corporate image, according to [6], which are as follows:

1. Advertising, is the entire process of creating, planning, executing, and monitoring advertisements made by the company.

2. Public Relations is an effort that is planned and carried out sustainably to build and maintain reciprocal relationships between companies and the community.
3. Physical Image is any tangible evidence that can help a business project a positive image to its customers
4. Actual Experience is the use of the company's products or services by customers.

2.4 Customer Satisfaction

[7] claim that overall customer satisfaction expresses one's perspective on a service provider or emotional response to the discrepancy between what clients expect and what they get. Customer satisfaction, as defined by [8], is the customer's assessment of a product or service in terms of whether it has met their requirements and expectations. Customer satisfaction, as defined by [9], is the belief on the part of the customer that his expectations have been met or exceeded. Customer satisfaction is the belief on the part of the customer that his expectations have been satisfied after

using a product from a particular organization.

2.5 Customer Satisfaction Indicator

Consumer satisfaction is determined by how successfully the expectations of customers or consumers are satisfied. Describe indicators to measure customer satisfaction, including [10]:
1. Fulfilling consumer expectations
2. Attitude or desire to use the product
3. Recommend to others
4. Service quality
5. Loyal
6. Good Reputation
7. Location

3. METHOD

This writing uses a quantitative research methodology. This study focuses on how corporate image and product quality affect consumer happiness. The research for this research was conducted at Bank BJB.

4. RESULTS AND DISCUSSION

4.1 Multiple Regression Test

Table 1. Multiple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.112	.451		.115	.021
	Product Quality _X1	1.054	.412	.223	3,741	.000
	Company Image _X2	2,154	.526	.265	2,321	.000
a. Dependent Variable: Customer Satisfaction _Y						

The following is the regression equation in this study:

$$Y = b0 + b1X1 + b2X2 + e$$

Y' = 1.112 + 1.054X1 + 2.154X2 + 0.451

Information:

Y   = Customer Satisfaction
b0   = constant/reciprocal value
X1   = Product Quality
X2   = Company Image
b1,2   = Regression coefficient,
e   = Standard error

The following is an explanation of the regression equation:
1. Constant 1.112 shows that the value of customer Satisfaction(Y) is1.112ifProduct quality (X1) and company Image (X2) are both 0.
2. Variable Product quality (X1) has a regression coefficient of 1.054 which shows that if the value of the other independent variables continues to decrease in Customer Satisfaction (Y), it

will also decrease by 1.054. The positive coefficient value indicates that customer Satisfaction positive effect.

3. Variable Company Image (X2) has a regression coefficient of 2,154 which shows that if the value of the other independent variables continues to

decrease in units, then customer Satisfaction (Y) will decrease by 2,154. The positive coefficient value indicates that customer Satisfaction positive effect.

4. The standard error value is to reduce the error so that the value of e, in this case, is 0.451

4.2 T-test

Table 2. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.112	.451		.115	.021
	Product Quality _X1	1.054	.412	.223	3,741	.000
	Company Image _X2	2,154	.526	.265	2,321	.000
a. Dependent Variable: Customer Satisfaction _Y						

The results of the t-test (partial) statistical test revealed the following:

1. The Product Quality variable (X1) has a significance value (Sig.) of 0.000 in the Coefficients table, and a value (degree of significance) of 0.05 which means 0.000 <0.05, and the t-count value is greater than the t-count value. the table is 3.741 > 1.66039. This shows that consumer happiness is significantly and beneficially influenced by product quality.

2. The Corporate Image (X2) variable has a significance value (Sig.) of 0.000 in the Coefficients table and a value (degree of significance) of 0.05, which indicates 0.000 0.05, and the t-count value is greater than the t-table, namely 2.321 > 1.66039. This proves that the reputation of a company has a good and substantial influence on customer satisfaction.

4.3 F Uji test Table 4. F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2012.321	3	215,213	42,132	.000b
	Residual	3501.410	177	58.136		
	Total	1202.112	174			

a. Dependent Variable: Customer_Satisfaction _Y
b. Predictors: (Constant), Image_Brand_X2, Quality_Product_X1

F-count is 42,132, and sig is 0000, according to the information in the previous table. This shows that the hypothesis can be accepted if F-count > F-table (42.132 > 2.42) and sig 0.05 (0.000 0.05). In this case, it can be said that the Brand Image and Product Quality variables both affect Customer Satisfaction simultaneously, making it possible to estimate or predict the Customer

Satisfaction variable using two independent variables.

4.4 The Effect of Product Quality on Customer Satisfaction

The results show that the Product Quality variable (X1) has a significance value (Sig.) of 0.000 in the Coefficients table with a value (degree of significance) of 0.05 which indicates 0.000 <0.05, and the t-count value is

greater than the t-table, namely 3.741 > 1.66039. This indicates that consumer satisfaction is significantly and favorably influenced by product quality.

The ability of a product to meet consumer expectations is determined by its quality. This will impact consumer happiness because satisfied customers are those whose products are of high quality. On the other hand, customers will be dissatisfied if the company cannot meet their expectations of being able to deliver high-quality goods.

Customer satisfaction will be based on product quality, which will be evaluated and compared with customer needs and wants. The extent to which product quality meets consumer expectations and demands impacts customer satisfaction.

Consumer choice of a product is strongly influenced by the quality of the product. The goods supplied must have gone through extensive quality testing. Because the quality of the product itself is the most important for the buyer. When compared to other similar goods that can meet their needs and aspirations, consumers will prefer and prefer higher quality products.

4.5 The Effect of Brand Image on Customer Satisfaction

The results showed that the corporate image (X2) has a significance value (Sig.) of 0.000 in the Coefficients table and the value of (degree of significance) 0.05, which means 0.000 <0.05, and the t-count value is greater than the t table, namely 2.321 > 1.66039. This proves that the reputation of a company has a good and substantial influence on customer satisfaction.

The combination of advertising, public relations, physical form, word of mouth, and various actual experiences when using goods and services is needed to influence customer thinking. According to the statement, customers assess the company's capacity to influence their impression of what is offered, which will impact customer buying behavior.

Customers often rely on their purchases on the company's reputation, especially when unfamiliar with items in the category. In this situation, customers are more likely to "believe" in the quality of goods with their favorite or most famous brand names. Because they promise better quality, dependability, and service, consumers often believe that branded products are better and more valuable.

Since what consumers perceive is more important than actual reality, businesses must consider customer perceptions when making choices. The brand consumers see as the largest in its category is the one that makes the most money, is most desired by customers, and has the most satisfied customers.

4.6 The Effect of Product Quality and Brand Image on Customer Satisfaction

The findings of this study resulted in an F-count value of 42,132 and sig 0.00. This shows that the hypothesis can be accepted if F-count > F-table (42.132 > 2.42) and sig 0.05 (0.000<0.05). In this case, it can be said that the Brand Image and Product Quality variables both affect Customer Satisfaction simultaneously, making it possible to estimate or predict the Customer Satisfaction variable using two independent variables.

Customer satisfaction will be based on product quality, which will be evaluated and compared with customer needs and wants. The extent to which product quality meets consumer expectations and demands impacts customer satisfaction. In addition to product quality, corporate image is an important factor in increasing customer satisfaction.

Consumer choice of a product is strongly influenced by the quality of the product. The goods supplied must have gone through thorough quality testing. Because product quality is the most important for consumers. When compared to other similar goods that can meet their needs and aspirations, consumers will prefer and prefer higher quality products.

Corporate image is needed to influence consumer opinion through marketing, public relations, physical presence, word of mouth, and other real-world user experiences. This comment

implies that consumers think about a company's capacity to shape how they view its offerings and how it will affect their purchasing decisions.

Customers often rely on their purchases on the company's reputation, especially when unfamiliar with items in the category. In this situation, customers are more likely to "believe" in the quality of goods with their favorite or most famous brand names. Because they promise better quality, dependability, and service, consumers often believe that branded products are better and more valuable to buy.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion, 1) Customer satisfaction is positively and significantly influenced by product quality; 2) Customer satisfaction is positively and significantly influenced by the company's image; and 3) Customer satisfaction is influenced simultaneously by the product quality and business image. Regarding ideas and recommendations to related parties, Bank BJB is expected to be able to improve product quality and company reputation to increase customer satisfaction.

REFERENCES

[1]   A. Sriyanto, "The Influence of Product Quality, Brand Image, and Service Quality on Customer Satisfaction of Dadone Products in Jakarta," vol. 5, 2014.

[2]   P. Kotler, K. L. Keller, S. H. Ang, C. T. Tan, and S. M. Leong, *Marketing management: an Asian perspective*. Pearson Harlow, 2018.

[3]   D. Arumsari and I. Khasanah, "Analisis pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian air minum dalam kemasan (AMDK) Merek Aqua (Studi pada Konsumen Toko Bhakti Mart KPRI Bhakti Praja Provinsi Jawa Tengah)." Fakultas Ekonomika dan Bisnis, 2012.

[4]   E. Ardianto and S. Soemirat, "Basics of Public Relations," *Bandung: Teenager Rosdakarya*, 2010.

[5]   Gregory, "The Influence of Corporate Image, Brand Image and Product Quality on Purchase Decisions for Samsung Brand Smartphones.," *E-Journal Manag. Res. 60*, 2016.

[6]   W. & L. Andreassen, "The Impact of Corporate Image on Quality, Customer Satisfaction, and Loyalty for Customer with Varying Degrees of Service Expertise.," *Int. J. Serv. Ind. Manag.*, 2017.

[7]   A. Hansemark, "Customer satisfaction and retention: the experiences of individual employees, Managing Service Quality," *An Int. J.*, vol. 14, no. 1, 2014.

[8]   D. P. Rondonuwu, "Product Quality, Price and Service Quality Influence on Consumer Satisfaction of Nissan March Car Users at PT. Wahana Wirawan Manado.," *EMBA J.*, vol. 1, 2013.

[9]   R. L. Oliver, *Satisfaction: A behavioral perspective on the consumer*. Routledge, 2014.

[10]   N. B. Yolanda, N. Nainggolan, and H. A. H. Komalig, "Penerapan Model ARIMA-GARCH Untuk Memprediksi Harga Saham Bank BRI," *J. MIPA*, vol. 6, no. 2, pp. 92–96, 2017.