

Analysis of Consumer Satisfaction Levels in Several MSMEs in Medan City

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Abstract

This study aims to analyze the level of consumer satisfaction with services and products at Queen Boba, Mielitan and Bus Intra. Data collection was carried out through interviews and distributing questionnaires to 30 respondents at each business, so that the total respondents were 90 respondents. This study is descriptive quantitative. Data analysis was obtained from the frequency using the *SPSS program*. The results of the study showed that in general respondents stated that they were satisfied with the services and products provided by Queen Boba, Mielitan and Bus Intra, but some respondents stated that they were dissatisfied with Queen Boba, Mielitan and Bus Intra. This shows that the MSMEs studied must really know the factors of consumer satisfaction. After knowing the factors of consumer satisfaction, it is hoped that the MSMEs studied can implement them so that the business that is built continues to exist amidst increasingly tight competition.

Keywords: Consumer Satisfaction, MSMEs, Medan City

A. INTRODUCTION

The existence of Small and Medium Enterprises (MSMEs) in the Indonesian economy has a large role and potential in building the national and sectoral economy. SME activities in a region are one way for creative products in a region to be known to the public and provide business opportunities for business actors in a region. In Medan City, the government has made various efforts to develop MSMEs.

Table1.

Total of MSMEs in Medan City

Period	Total of MSMEs
2014	3127
2015	3255
2016	3273
2017	3341
2018	3598
2019	3861
2020	1443
2021	1672
2022	1717

Based on Table 1, the number of MSMEs in Medan City from 2014 to 2022 fluctuates. From 2014 to 2019, there was a significant increase, but in 2020, the number of MSMEs in Medan City experienced a very drastic decline. This is due to the COVID-19 pandemic. From 2020 to 2022, the

number of MSMEs in Medan City experienced a significant increase. This is evidenced by the adaptation of MSMEs in dealing with the COVID-19 pandemic.

The growing number of MSMEs in Medan City makes it possible to create competition between entrepreneurs. Increasingly tight competition requires business actors to have a competitive advantage to survive and compete with other business competitors. In the business world, consumer satisfaction is a very important element and determines the continuity of the business. Kotler et al., (2020) stated that Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought to the expected performance. Sudaryono in Hendra (2022) also stated that consumer satisfaction or dissatisfaction is the consumer's attitude towards a product or service as a result of consumer evaluation after using a product or service.

In its competition, business actors use many ways or strategies to provide maximum satisfaction to consumers. So companies need to show added value to satisfy consumer needs and desires. The creation of consumer satisfaction will have a positive impact on the business, one of which is the creation of loyalty that is beneficial to the company. Riadi, et al., (2021) explain that the success of a business is not only judged by the number of consumers but is assessed by how to retain consumers. Currently, more and more similar companies are operating with various products or services offered, so that consumers can make choices according to their needs.

Every business development is never free from problems, such as in the Queen Boba UMKM business located at MMTC Jalan Pancing No.107, Medan. Based on the results of interviews with Queen Boba, the business has experienced problems with decreasing revenue in recent years. Queen Boba is aware that there are increasingly tight competitors and also changes in trends. With these things, Queen Boba, which used to be busy, is now starting to feel a lack of interest and buyers. Not only Queen Boba, similar businesses are also experiencing the problem of few visitors, Mielitan.

Mielitan is a business engaged in the F&B sector that has several branches in the city of Medan, one of which is on Jalan Pancing. Although this business has grown to open branches in several areas, UMKM also often experiences obstacles. As experienced by Queen Boba. At the beginning of the opening of the branch in Pancing, everyone flocked to it but now it is very quiet even though the business location is in a very strategic and easily accessible location. After further surveys, researchers found many bad reviews on the internet ranging from its service to the quality of the products served to customers. Not only that, researchers found products that had been ordered but were not finished or even eaten by customers.

These problems often occur in business circles, not only in businesses engaged in the F&B sector, businesses engaged in providing bus-based land transportation services often feel the same way, such as the Intra Bus business. Intra is one of the transportation that is often used by the people of Medan, especially students. Intra transportation services during rush hours can be crowded and uncomfortable, causing discomfort for passengers. This transportation service can experience delays or disruptions due to several factors such as technical problems or infrastructure problems. This causes consumer dissatisfaction with the business.

The success of a company is supported by customer loyalty, where to get loyal customers is to satisfy customers by fulfilling the needs and desires of the customers themselves. Because if the producer is unable to meet the needs and desires of consumers, it will have an impact on brand-switching behavior due to the decreasing level of consumer loyalty. When individuals are dissatisfied and like to look for variations, they will be more motivated to switch brands. This is

what underlies researchers to several MSMEs in Medan City so that researchers can provide some input to MSMEs so that they can survive in the current disruptive conditions.

B. RESEARCH METHOD

This research is a quantitative descriptive study. The research locations are spread across three MSMEs in Medan City, namely Queen Boba, Mielitan Pancing branch, and Bus Intra. The sample at each location was 30 respondents so the total number of respondents was 90. Data were collected through interviews with business owners and distributing questionnaires to respondents. The data analysis technique used was frequency through the Statistical Product for Service Solutions (SPSS) 26.0 for Windows program.

Agustini (2023) stated that Frequency analysis is used to predict how often a certain value of a variable statement can occur and to assess the reliability of previous assumptions. In this study, frequency is used as a tool to determine the level of consumer satisfaction based on the quality of products and services offered by 3 (three) small and medium businesses studied. The sample for each business unit is 30 respondents, so that the total is 120 respondents who were interviewed and given a questionnaire to answer the questions that have been prepared. This research uses three characteristics of consumer satisfaction (Tjiptono in Indrasari, 2019) to measure the level of consumer satisfaction:

1. Conformity of service with expectations.
2. Interest in visiting again.
3. Willingness to recommend.

C. FINDINGS AND DISCUSSION

FINDINGS

Personal Data of Respondents

Queen Boba

Based on table 2. At Queen Boba, consumers who became respondents consisted of 21 women and 9 men. The majority of respondents were between 21-25 years old (18 people), aged 17-20 years as many as 12 people as shown in Table 3.

Table 2
Respondent Gender of Queen Boba

Gender	Total
Male	9
Female	21
Total	30

Table 3
Respondent Age of Queen Boba

Age	Total
17 - 20 years old	12
21 - 25 years old	18
Total	30

Mielitan

Based on Table 4, the majority of consumers are female (16 people) while the male gender is 14 people. Respondents aged 17 - 20 years old are 19 people while 11 people are aged 21 - 25 years old (can be seen in Table 5)

Table 4
Respondent Gender of Mielitan

Gender	Total
Male	14
Female	16
Total	30

Table 5
Respondent Age of Mielitan

Age	Total
17 - 20 years old	19
21 - 25 years old	11
Total	30

Bus Intra

Based on table 6, the majority of respondents are male (21 people) while the female gender is 9 people. Respondents aged 17 - 20 years are 7 people while 23 people are aged 21 - 25 years (can be seen in table 7)

Table 6
Respondent Gender of Bus Intra

Gender	Total
Male	21
Female	9
Total	30

Table 7
Respondent Age of Bus Intra

Age	Total
17 - 20 years old	7
21 - 25 years old	23
Total	30

Consumer Satisfaction

In general, consumers as respondents of this study stated almost the same regarding the services and products sold at Queen Boba, Mielitan, and Bus Intra. The explanation of the selected categories is as follows, SD = Strongly Disagree, D = Disagree, F = Fairly, A = Agree, and SA = Strongly Agree.

This research uses three characteristics of consumer satisfaction.

Table 8 Frequency of Respondents Queen Boba Consumer Satisfaction						
Variable	Question	SD	D	F	A	SA
Conformity of Service to Expectations	Are you satisfied with the products sold at Queen Boba?	-	-	-	3	27
	Are you satisfied with the variants/types of products sold at Queen Boba?	-	-	-	2	28
	Are you satisfied with the way the seller served you?	-	-	-	4	23
	Are you satisfied with the seller's speed in providing the product?	2	-	-	10	18
Interest in Returning	Would you buy the product again?	-	1	-	-	29
	Are you going to bring your family to visit Queen Boba?	-	2	8	-	20
	What is the sales service that makes you come back to Queen Boba?	-	-	-	-	30
Willingness to Recommend	Would you recommend Queen Boba to others?	-	2	-	3	25
	Would you recommend Queen Boba to others because of the quality of the products they sell?	-	-	-	5	25
	Would you recommend Queen Boba to others because of the quality of service?	-	1	3	6	20

Table 9 Frequency of Respondents Mielitan Consumer Satisfaction						
Variable	Question	SD	D	F	A	SA
Conformity of Service to Expectations	Are you satisfied with the products sold at Mielitan?	-	-	-	3	27
	Are you satisfied with the variants/types of products sold at Mielitan?	-	-	-	2	28
	Are you satisfied with the way the seller served you?	-	-	-	4	23
	Are you satisfied with the seller's speed in providing the product?	2	-	-	10	18
Interest in Returning	Would you buy the product again?	-	1	-	-	29
	Are you going to bring your family to visit Mielitan?	-	2	8	-	20
	What is the sales service that makes you come back to Mielitan?	-	-	-	-	30
Willingness to Recommend	Would you recommend Mielitan to others?	-	2	-	3	25
	Would you recommend Mielitan to others because of the quality of the products they sell?	-	-	-	5	25
	Would you recommend Mielitan to others	-	1	3	6	20

because of the quality of service?

Table 10
Frequency of Respondents Bus Intra Consumer Satisfaction

Variable	Question	SD	D	F	A	SA
Conformity of Service to Expectations	Are you satisfied with the buses provided on Intra buses?	-	-	-	2	28
	Are you satisfied with the bus facilities available on the Intra bus?	-	-	-	-	30
	Are you satisfied with the Intra bus service?	-	-	1	3	27
	Are you satisfied with the suitability of the schedule that has been determined?	-	-	-	5	25
Interest in Returning	Will you be using intra bus for your trip?	-	-	-	1	29
	Will you use Intra bus as an alternative?	1	-	-	6	23
	Is it the seller's service that makes you use the intra bus?	-	-	-	-	30
Willingness to Recommend	Would you recommend Intra bus to others?	-	-	-	3	27
	Would you recommend Intra buses to others because of the quality of the buses?	-	-	1	3	26
	Would you recommend Intra bus to others because of the quality of service?	-	-	-	-	30

In overall respondents are satisfied with the services and products at Queen Boba, Mielitan and Intra Bus

Almost 100% of respondents agreed that there was conformity of service to expectations. Likewise, 90% of respondents stated that they had an interest in returning to purchase products at Queen Boba, Mielitan and Bus Intra. Furthermore, almost all respondents stated that they had a willingness to recommend Queen Boba, Mielitan, and Intra Bus to people they know such as family and friends.

DISCUSSION

The role of MSMEs in Medan City is very much needed to improve the regional economy. In this study, researchers have conducted research on consumer satisfaction with services and products at several MSMEs, namely Queen Boba, Mielitan, and Bus Intra. Consumer satisfaction is consumer behavior after purchasing. This consumer satisfaction is very important because satisfied consumers will return to visit or buy and will recommend the products they buy to others and vice versa. Anggraeni (in Pratama 2023) stated that if a company can provide or offer a quality product, the company will be able to create consumer satisfaction. A customer will feel satisfied usually because of the experience of purchasing a product that is consumed or used.

A business will be successful if it can fulfill consumer desires. Consumer satisfaction has a positive impact on the sustainability of a business. According to Agustini, et al. (2022), if consumers are satisfied with the product, the next consumer behavior is that consumers will tell others and will make repeat purchases. However, if consumers are not satisfied with the product, the consumer behavior that may occur is that consumers will tell others and will not make repeat purchases.

In this research, researchers have conducted research on the level of consumer satisfaction with services and products at Queen Boba, Mielitan, and Intra Bus. The research results show that in general respondents are satisfied with the services and products of the three MSMEs. Only a few respondents stated that there was no confirmation of service with expectations, had no interest in visiting again, and had no willingness to recommend Queen Boba, Mielitan, and Bus Intra to people they knew.

In this research, researchers have studied consumer satisfaction with quality of services and products. The quality of a business is always assessed by consumers so that a business must be able to provide quality services that can satisfy consumers. Research of Alfajar et al. (2021), Handayani and Syariffudin (2022) and Sumarsid and Paryanti (2022) show that service quality influences consumer satisfaction. Therefore, consumers are satisfied if a business provides good service to consumers. Thus, Queen Boba, Mielitan and Bus Intra must be able to provide the best possible service so that consumers have the desire to make repeat purchases.

Quality products can make consumers satisfied. This is in accordance with the research results of Maimun (2022), Pulumbara et al., (2023), Aditia et al., (2020) which shows that there is an influence of product quality on consumer satisfaction. Therefore, Queen Boba, Mielitan, and Bus Intra must be able to continuously improve product quality.

D. CONCLUSION

Research has been conducted on several MSMEs in Medan City. In general, respondents stated that they were satisfied with the services and products provided by Queen Boba, Mielitan, and Bus Intra, but some respondents were dissatisfied with the products and services of MSMEs. This shows that the MSMEs studied must know the factors of consumer satisfaction. After knowing the factors of consumer satisfaction, it is hoped that the MSMEs studied can implement them so that the businesses they build continue to exist amidst increasingly tight competition. In further research, the direction of research is related to the influence of product quality and service on consumer satisfaction. So that it can find out what things make consumers dissatisfied with the quality of products and services in related MSMEs.

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