

THE EFFECT OF PRODUCT QUALITY, COMPETENCE, AND FACILITIES ON CUSTOMER SATISFACTION A STUDY AT LS STUDIO MUSIC RECORDING BANDUNG



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Abstract

This study aims to determine how much influence product quality, competence, and facilities have on customer satisfaction at LS Studio Musik Bandung. The data source in this study uses primary sources, namely by distributing questionnaires via Google forms filled out by 116 respondents from LS Studio customers. All data processing and analysis are carried out using the Smart PLS application. The results of the study concluded based on the R square results of 0.841 which means that product quality, competence and facilities have an influence on customer satisfaction of 84.1% and the remaining 15.9% is influenced by other factors not studied, then based on the F square results it was found that the results of facilities on customer satisfaction have the largest effect size compared to product quality and technician competence with a value of $0.369 > 0.35$ and the results of the hypothesis test obtained the product quality variable has a t statistic value of $2.631 > 1.96$ with a p-value of $0.009 < 0.05$, it can be concluded partially that the product quality variable has a significant influence on customer satisfaction, the competence variable has a t statistic value of $2.584 > 1.96$ with a p-value of $0.010 < 0.05$, it can be concluded partially that the competence variable has a significant influence on customer satisfaction and the facility variable has a t statistic value of $5.006 > 1.96$ with a p-value of $0.000 < 0.05$, it can be concluded partially The facility variable has a significant influence on customer satisfaction.

Keywords: Product Quality, Competence, Facilities, Customer Satisfaction

INTRODUCTION

The evolution of the music recording industry has been a fascinating journey since the invention of the phonograph by Thomas Alva Edison in 1877. This marked the beginning of a transformation that has significantly affected how music is recorded and consumed. Pakurár et al (2019). From early gramophones and motorized phonographs to today's sophisticated digital recording, recording technology continues to evolve, shaping the recording process and the quality and experience of music for consumers. Wilmering et al (2020). In Indonesia, the music industry holds a crucial position in the creative economy, with this subsector accounting for a large portion of the domestic creative market, showing substantial added value each year Saragih (2017).

Rapid technological advancements have been the driving force behind the development of audio tools and effects in music production studios, revolutionizing the way music is created and consumed. Wilmering et al (2020). The integration of music and technology is not only improving the recording process but also causing a diversification of musical activities and repertoire, which ultimately increases the satisfaction of music students in the context of Music Education Haines (2023). In addition, the digitalization of music production studios has opened up new possibilities for creating diverse music datasets for analysis and research, enriching the understanding of music performance and production. Li et al (2019).

LS Music Studio is a recording and music practice studio located on Jalan Bojongkoneng Atas 22, Bandung. This studio is equipped with complete recording equipment and music gear, as well as an international-quality soundproof room. In addition, LS Music Studio is integrated with Lakipadada Spot, a spot that includes a cafe restaurant, coffee shop, and roastery, a large capacity event venue (indoor and outdoor), and a 3x3 basketball court. Since its establishment in September 2019, this studio has become one of the largest studios in Bandung and its surroundings.

With the condition of customer satisfaction which is increasingly declining, the role of management becomes very important because if it is allowed to continue, the number of customers may decrease due to dissatisfaction from customers who are not responded to properly (Wikantari, 2022).

The problem that occurs in LS Music Studio based on observation results is that there is still a gap between customer expectations and the actual performance provided by the recording studio. Customers often expect high sound quality according to their wishes, then there are still technicians who do not have an understanding of customer needs and preferences, and facilities that are still considered inadequate, so they do not always meet these expectations.

Based on previous research, facilities can affect customer satisfaction. This is proven by research conducted by Alana and Putro (2020) entitled *The Influence of Facilities and Service Quality on Tourist Satisfaction at Goa Lowo, Watulimo District, Trenggalek Regency*. In this study, the facility variable has a significant influence on tourist satisfaction at Goa Lowo, Watulimo District, Trenggalek Regency. Based on the explanation above, several things were found that must be considered from customer satisfaction, product quality, competence, and facilities to be analyzed in more depth.

REVIEW OF LITERATURE

Management

Management is working with people to achieve organizational goals. According to Hasibuan (2020), management is "a science and art of managing a process of utilizing human and other resources effectively and efficiently". Then according to Pratama (2020:8), management is "the process of planning, organizing, arranging personnel, directing and supervising members of the organization to achieve organizational goals".

Marketing Management

According to Novia et al (2024), Marketing management is "the analysis, planning, implementation, and supervision of programs aimed at conducting exchanges with target markets to achieve organizational goals in meeting the needs and desires of those markets and determining prices, conducting effective communication and distribution to inform, encourage, and serve the market".

Customer Satisfaction

According to Kotler and Keller (2021:153), customer satisfaction is "a person's feeling of pleasure or disappointment resulting from comparing the perceived performance

of a product (or result) with expectations. Customers can feel one of 3 general levels of satisfaction, namely if performance is below expectations, customers will feel disappointed, but if performance is following expectations, customers will feel satisfied, and if performance can exceed expectations, customers will feel very satisfied, happy, and happy".

Product Quality

According to Tjiptono & Diana (2018), Product quality is the ability of a product to provide results that are in accordance with what is expected by customers and can even exceed customer expectations. If the service product offered has a lower quality than customer expectations, then customers will feel dissatisfied, but if the service product offered has the same quality as expected, then customers will feel satisfied (Muqarrabin et al, (2022).

Competence

According to Sutrisno (2023:52), "Competence comes from the language competency which refers to skills, abilities, and authority. Etymologically, competence refers to the dimensions of behavior, expertise, and excellence possessed by a leader or staff such as knowledge skills, and good behavior which states that competence is the basic foundation of people's characteristics and indicates how to behave or think, recognize situations, and support performance for a significant period".

Facility

Facilities are "important means in the process of increasing public satisfaction, for example, easy presentation for service users, meeting needs and providing a sense of comfort to service users" Oetma and Sari in Famungka and Alriani (2023). Meanwhile, according to Srijani & Hidayat (2017), facilities are "everything that can facilitate and expedite work to provide optimal service quality.

RESEARCH METHOD

The research method used in this study is quantitative, according to Sugiyono (2022:16) the definition of quantitative research methods is "Research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, to test the established hypothesis".

In terms of quantitative methods, this study uses a survey. According to Kerlinger as quoted by Sugiyono (2022:12), the survey method states that: "Survey research studies large and small populations by studying a sample of that population". ("Survey research is research conducted on large or small populations, but the data studied is data from samples taken from that population, so that relative events, distributions, and relationships between sociological and psychological variables are found").

This study uses a quantitative method with a descriptive and verification approach. The descriptive method is used to describe the characteristics of the research variables, while the verification method is used to test the previously formulated hypothesis. Data collection was carried out through a survey using a questionnaire that had been tested for validity and reliability.

Population

Population according to Corper, Donald, R; Schindler, Pamela S quoted by Sugiyono (2022:126) states that "Population is the total collection of elements about which we wish to make some *inference*. A *population element* is the subject on who the measurement is being taken. It is the unit of study." Which if translated means "Population is all elements that will be used as a generalization area. Population elements are all subjects to be measured, which are the units studied."

The population in this study were all customers who had used recording services at LS Music Studio Bandung in the past year.

Sample

According to Sugiyono (2022:127) in quantitative research, a sample is "part of the number of characteristics possessed by the population". According to Roscoe, quoted by Sugiyono (2022:144), he provides suggestions on sample size for research as follows:

1. A suitable sample size in research is between 30 and 500.
2. If the sample is divided into categories (for example: male-female, civil servant-private employee, and others) then the number of sample members in each category is at least 30.
3. If the research will analyze with multivariate (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables

studied. For example, if there are 5 research variables (independent + dependent), then the number of sample members is $10 \times 5 = 50$.

4. For simple experimental research, which uses experimental groups and control groups, the number of sample members for each group is between 10 and 20.

RESULTS AND DISCUSSION

Respondent Profile

The research data comes from the results of a questionnaire distributed to 116 respondents, filled out the questionnaire from January 1st, 2024, to June 30th, 2024, via Google Form and direct distribution of the questionnaire form. The respondent profile is divided into 5 criteria, namely age, gender, last education, occupation, and frequency of visits.

Table 1.
Respondent Profile

Age	Amount
21-30 years	40
31-40 years	37
41-50 years	20
> 50 years	19
Total Respondents	116
Gender	Amount
Man	79
Woman	37
Total Respondents	116
Education	Amount
Junior High School	1
Senior High School	19
Diploma	6
Bachelor	77
Master	11
Doctor	2
Total Respondents	116
Work	Amount
Students	1
Businessman	12

Private sector employee	63
civil servant	10
Singer	4
Musician	9
Artist	3
Other:	14
Total Respondents	116
Frequency of Visits	Amount
1-2 times	39
3-5 times	39
More than 5 times	38
Total Respondents	116

Source: Processed data, 2024

Outer Model Test

The Outer model test was processed using SmartPLS 3.0 with the results of the first stage of model development as follows:

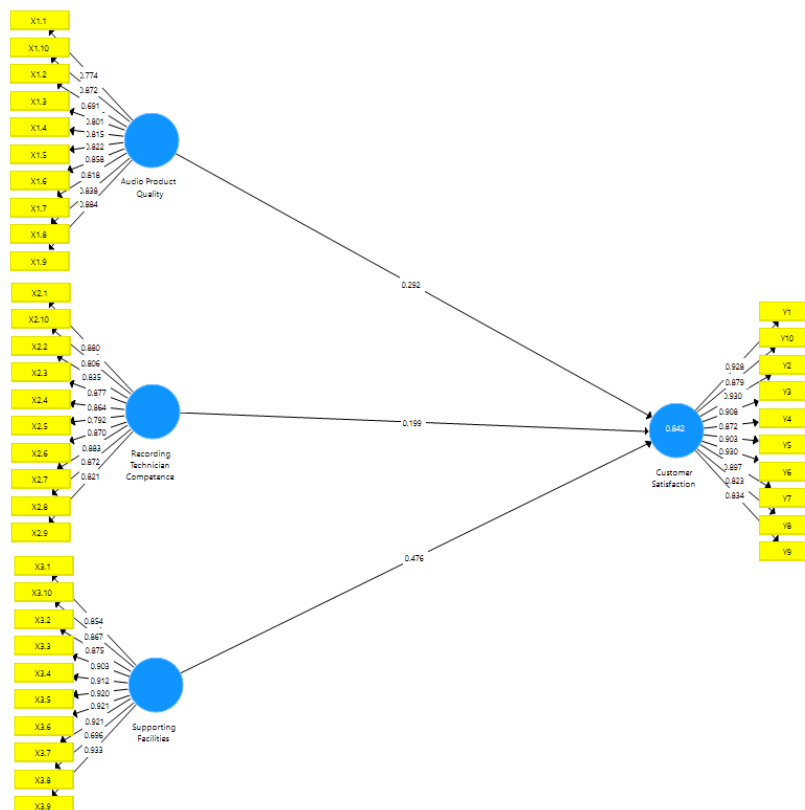


Figure 1.
Phase I Testing Results
 Source: Smart-PLS output, 2024

The outer model test uses the PLS algorithm which aims to determine the relationship between latent variables and their indicators.(Ghozali & Kusumadewi, 2023). Validity and reliability testing are used to measure the outer model analysis stage.

Convergent Validity Test

The purpose of convergent validity is to determine the validity of the relationship between indicators and their constructs or latent variables.(Ghozali & Kusumadewi, 2023). Convergent validity and discriminant validity are two categories of validity in PLS-SEM. Convergent validity means that a set of indicators represents one latent variable and the underlying latent variable.

The following is the first data processing based on 4 variables with a total of 40 statements:

Table 2.
Loading Factor Test I

Indicator	Loading Factor	Information
X1.1	0.774	Valid
X1.2	0.691	Invalid
X1.3	0.801	Valid
X1.4	0.815	Valid
X1.5	0.822	Valid
X1.6	0.858	Valid
X1.7	0.818	Valid
X1.8	0.838	Valid
X1.9	0.884	Valid
X1.10	0.872	Valid
X2.1	0.88	Valid
X2.10	0.806	Valid
X2.2	0.835	Valid
X2.3	0.877	Valid
X2.4	0.864	Valid
X2.5	0.792	Valid
X2.6	0.87	Valid
X2.7	0.883	Valid
X2.8	0.872	Valid
X2.9	0.821	Valid
X3.1	0.854	Valid
X3.10	0.867	Valid
X3.2	0.875	Valid

Indicator	Loading Factor	Information
X3.3	0.903	Valid
X3.4	0.912	Valid
X3.5	0.92	Valid
X3.6	0.921	Valid
X3.7	0.921	Valid
X3.8	0.696	Invalid
X3.9	0.933	Valid
Y1	0.928	Valid
Y10	0.879	Valid
Y2	0.93	Valid
Y3	0.908	Valid
Y4	0.872	Valid
Y5	0.903	Valid
Y6	0.93	Valid
Y7	0.897	Valid
Y8	0.823	Valid
Y9	0.834	Valid

Source: Smart-PLS output, 2024

Convergent validity from the measurement model obtained from the correlation between the item/instrument score and the construct score (loading factor) with the criteria of the factor loading value of each instrument > 0.7 (Ghozali & Kusumadewi, 2023). The data results in Table 2 above can be described that there are 2 invalid items, namely X1.02 and X3.08, which means that the 2 items will be removed and then stage 2 validity testing will be carried out to meet the required convergent validity, which is higher than 0.7. The following are the results of stage 2 testing:

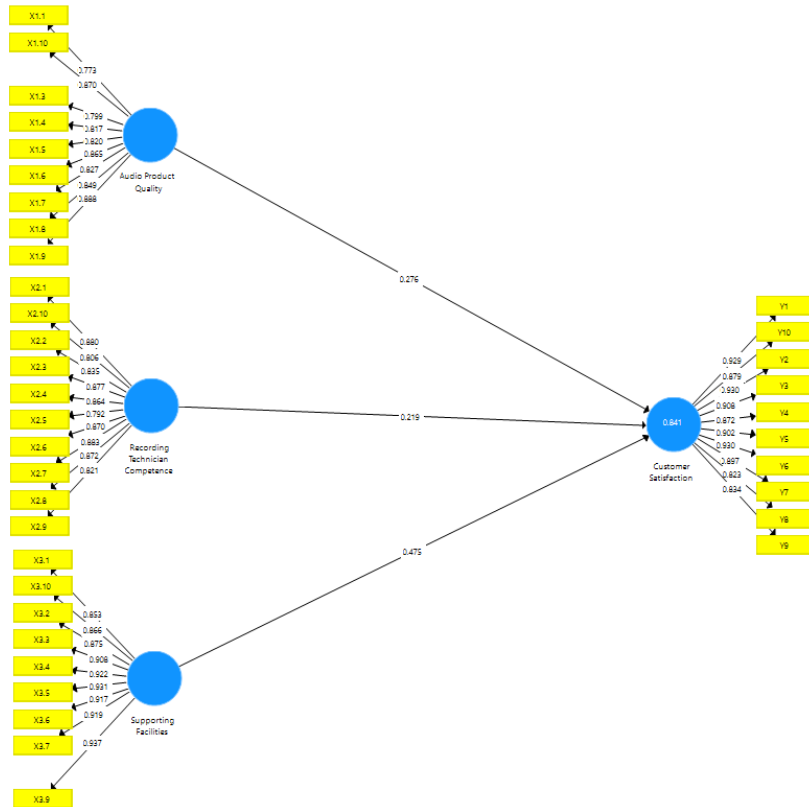


Figure 2.
Phase II Testing Results
 Source: Smart-PLS output, 2024

The following is the second stage of data processing based on the model image above:

Table 3.
Loading Factor Test II

Indicator	Loading Factor	Information
X1.1	0.773	Valid
X1.10	0.87	Valid
X1.3	0.799	Valid
X1.4	0.817	Valid
X1.5	0.82	Valid
X1.6	0.865	Valid
X1.7	0.827	Valid
X1.8	0.849	Valid
X1.9	0.888	Valid
X2.1	0.88	Valid
X2.10	0.806	Valid
X2.2	0.835	Valid
X2.3	0.877	Valid

Indicator	Loading Factor	Information
X2.4	0.864	Valid
X2.5	0.792	Valid
X2.6	0.87	Valid
X2.7	0.883	Valid
X2.8	0.872	Valid
X2.9	0.821	Valid
X3.1	0.853	Valid
X3.10	0.866	Valid
X3.2	0.875	Valid
X3.3	0.908	Valid
X3.4	0.922	Valid
X3.5	0.931	Valid
X3.6	0.917	Valid
X3.7	0.919	Valid
X3.9	0.937	Valid
Y1	0.929	Valid
Y10	0.879	Valid
Y2	0.93	Valid
Y3	0.908	Valid
Y4	0.872	Valid
Y5	0.902	Valid
Y6	0.93	Valid
Y7	0.897	Valid
Y8	0.823	Valid
Y9	0.834	Valid

Source: Smart-PLS output, 2024

Based on the results of the second data processing by eliminating two invalid instruments, the values of the instruments in the table above have met the criteria, namely > 0.700. All variables used have good validity because the loading factor value is more than 0.7 or if the variable value is red, it indicates that the loading factor is less than 0.7 and the black color indicates that the loading factor value is valid.

Discriminant Validity

Discriminant validity is a way to find out how different a construct is from another construct by comparing the AVE values of both constructs with the squared correlation value between the two constructs. Discriminant validity can be seen from the cross-loading value with its construct, each indicator in a construct has a difference from the indicator in another construct which can be indicated by a higher loading value than its construct. The following

are the results of the Discriminant Validity test obtained by looking at the loading factor value on the outer loading and output outer loading:

Table 4.
Output Loading Factor

	Product Quality	Customer Satisfaction	Competence	Facility
X1.1	0.773	0.697	0.675	0.667
X1.10	0.87	0.787	0.733	0.774
X1.3	0.799	0.687	0.687	0.675
X1.4	0.817	0.641	0.674	0.634
X1.5	0.82	0.692	0.691	0.654
X1.6	0.865	0.757	0.769	0.715
X1.7	0.827	0.73	0.7	0.738
X1.8	0.849	0.739	0.752	0.772
X1.9	0.888	0.797	0.787	0.78
X2.1	0.72	0.654	0.88	0.668
X2.10	0.8	0.812	0.806	0.731
X2.2	0.699	0.607	0.835	0.578
X2.3	0.703	0.633	0.877	0.618
X2.4	0.684	0.616	0.864	0.58
X2.5	0.753	0.699	0.792	0.677
X2.6	0.725	0.681	0.87	0.632
X2.7	0.741	0.74	0.883	0.706
X2.8	0.74	0.761	0.872	0.708
X2.9	0.731	0.77	0.821	0.702
X3.1	0.721	0.74	0.638	0.853
X3.10	0.711	0.727	0.622	0.866
X3.2	0.78	0.813	0.701	0.875
X3.3	0.798	0.802	0.727	0.908
X3.4	0.76	0.796	0.667	0.922
X3.5	0.795	0.789	0.735	0.931
X3.6	0.816	0.866	0.802	0.917
X3.7	0.798	0.825	0.784	0.919
X3.9	0.768	0.803	0.67	0.937
Y1	0.828	0.929	0.768	0.827
Y10	0.818	0.879	0.772	0.736
Y2	0.837	0.93	0.783	0.829

	Product Quality	Customer Satisfaction	Competence	Facility
Y3	0.785	0.908	0.778	0.791
Y4	0.777	0.872	0.76	0.786
Y5	0.756	0.902	0.759	0.763
Y6	0.755	0.93	0.759	0.767
Y7	0.748	0.897	0.671	0.81
Y8	0.693	0.823	0.652	0.747
Y9	0.758	0.834	0.673	0.803

Source: Smart-PLS output, 2024

The results of the data processing above show that all indicators have a higher correlation coefficient number for each of their variables compared to the correlation coefficient of the number of the indicator with other variables so that in the end it is ensured that each indicator in the block is a variable or construct former in the column. The larger value indicates the suitability of an indicator to explain its association construct compared to explaining other constructs.

Construct Reliability and Validity

The results of the Construct Reliability and Validity used to prove the validity and reliability estimates obtained the following results:

Table 5.
Construct Reliability and Validity Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Product Quality	0.945	0.947	0.954	0.697
Customer Satisfaction	0.971	0.972	0.975	0.794
Competence	0.957	0.959	0.963	0.723
Facility	0.972	0.973	0.976	0.816

Source: Smart-PLS output, 2024

A construct is declared reliable if the composite reliability value is > 0.6 . The composite reliability coefficient must be greater than 0.7 although a value of 0.6 is still acceptable. However, the internal consistency test is not necessary if the construct validity has been met, because a valid construct is a reliable one, conversely a reliable construct is not necessarily valid (Ghozali & Kusumadewi, 2023).

The results show that all variables have good reliability estimates because all reliability measures exceed 0.7 by looking at Cronbach's Alpha value, while the validity is good because the AVE value is more than 0.5.

Inner Model Test

The next test is the Inner Model test. This test includes the model fit test, RSquare, FSquare, and Hypothesis Test (Path Coefficient). The results of the inner model test through bootstrapping obtained the following diagram:

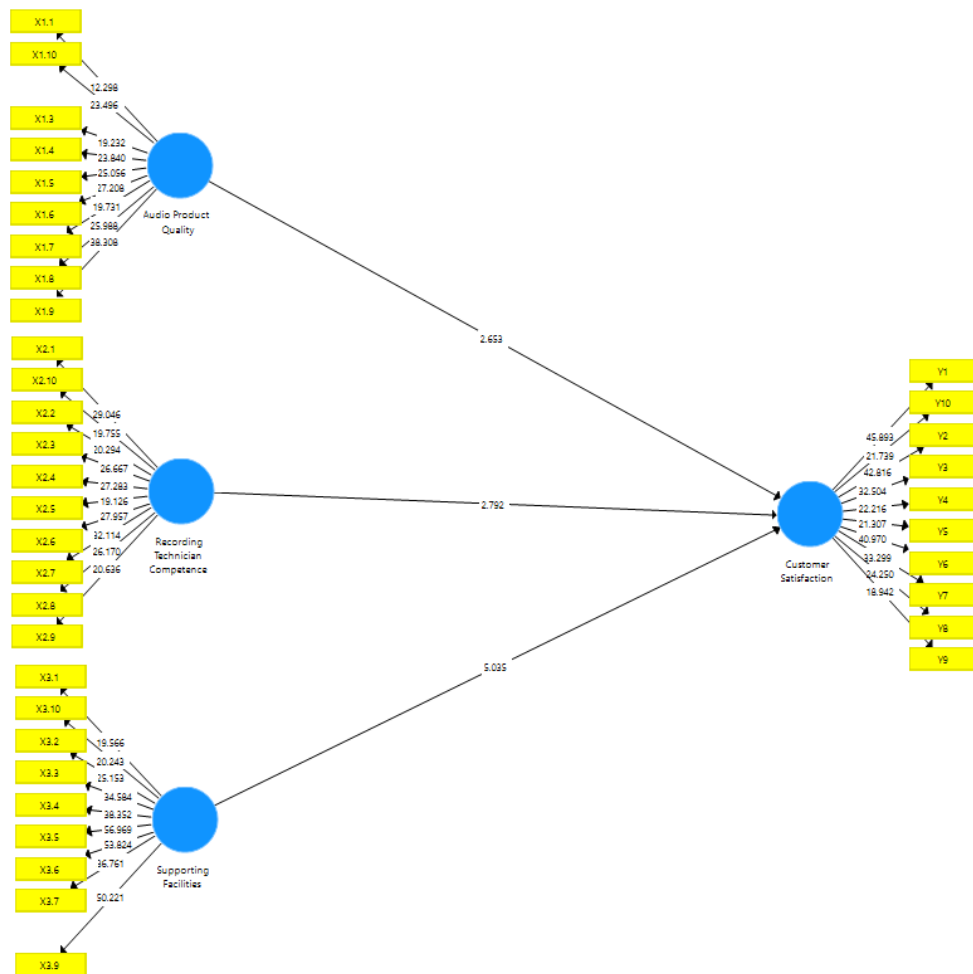


Figure 3.
Bootstrapping Results
Source: Smart-PLS output, 2024

Goodness of Fit Model Test

The model feasibility testing stage aims to evaluate the predictive power and feasibility of the model. The output of the model fit test results obtained are as follows:

Table 6.
Model Feasibility Test Results

Fit Summary		rms Theta	
	Saturated Model	Estimated Mo...	
SRMR	0.060	0.060	
NFI	0.707	0.707	
d_ULS	2.667	2.667	
d_G	4.491	4.491	
Chi-Square	2025.547	2025.547	

Source: Smart-PLS output, 2024

The results above show that the SRMR value found is 0.060, which indicates that the model is fit because the value is less than 0.100. The Inner Model Test aims to test the significance of the influence of exogenous variables on endogenous variables.

R Square (R²)

The R² value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence. (Ghozali & Kusumadewi, 2023). The test results obtained are as follows:

Table 7.
R Square Result

R Square

Matrix	R Square	R Square Adjusted
Customer Satis...	0.841	0.837

Source: Smart-PLS output, 2024

Based on the image, the R Square value is 0.841, this means that 84.1% of variations or changes in Customer Satisfaction are influenced by Product Quality, Competence and Facilities while the remaining 25.9% are influenced by other causes not studied by the researcher. So it can be said that the R Square on the Customer Satisfaction variable is moderately good.

F Square

The following are the results of the F Square analysis in this study:

Table 8.
F Square Analysis Results

	Audio Product...	Customer Satisfacti...	Recording Tec...	Supporting Fa...
Audio Product Quality		0.083		
Customer Satisfaction				
Recording Technician Competence		0.075		
Supporting Facilities		0.369		

Source: Smart-PLS output, 2024

Based on the F Square value table above, the Facilities variable (X3) on Customer Satisfaction (Y) has a large effect size with the F Square criteria > 0.35 , then the influence of Product Quality (X1) on Customer Satisfaction (Y) and Competence (X2) on Customer Satisfaction (Y) also has a small effect size because the F Square value is in the range of 0.02 to 0.15.

Hypothesis Testing

To determine the significance of the hypothesis support, the coefficient score indicated by the t-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis in hypothesis testing using alpha 5%. The magnitude of the P-value and also the t-statistic are obtained from the output on SmartPLS using the bootstrapping method.

In determining the null hypothesis and alternative hypothesis, this study uses a two-sided hypothesis test. This was chosen by the researcher because it does not have strong assumptions about the tendencies of the characteristics of the population being observed.

So, in writing the hypothesis is as follows:

H01= Product quality does not have a significant influence on customer satisfaction at LS Music Studio.

Ha1= Product quality has a significant influence on customer satisfaction at LS Music Studio.

H02= Competence does not have a significant influence on customer satisfaction at LS Music Studio.

Ha2= Competence has a significant influence on customer satisfaction at LS Music Studio.

H03= Facilities do not have a significant influence on customer satisfaction at LS Music Studio.

Ha3= Facilities have a significant influence on customer satisfaction at LS Music Studio.

The results of the hypothesis test in the study are presented in the figure below:

Table 9.
Hypothesis Testing

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Audio Product ...	0.276	0.272	0.105	2.631	0.009
Recording Tech...	0.219	0.209	0.085	2.584	0.010
Supporting Fac...	0.475	0.487	0.095	5.006	0.000

Source: Smart-PLS output, 2024

Based on the table above with a P-value of $0.009 < 0.05$ or a t-statistic of $2.631 > 1.96$, Ho1 is rejected and Ha1 is accepted, which means that product quality affects customer satisfaction.

The results of the analysis show that the beta coefficient value of competence on Customer Satisfaction is $0.010 < 0.05$ or with a t-statistic of $2.584 > 1.960$, so Ho2 is rejected and Ha2 is accepted so that it can be stated that competence affects customer satisfaction.

The results of the analysis show that the beta coefficient value of Facilities on Customer Satisfaction is $0.000 < 0.05$ or with a t-statistic of $5.006 > 1.960$, then Ho3 is rejected and Ha3 is accepted so that it can be stated that Facilities on Customer Satisfaction.

CONCLUSION

Based on the results and discussion in the previous chapter, the researcher provides the following conclusions:

1. Customer satisfaction with LS Music Studio Bandung is very good, then the quality of LS Music Studio Bandung's products is very good, then the competence of LS Music Studio Bandung is in good criteria and the facilities of LS music studio Bandung are in good criteria.
2. Product quality has a significant influence on customer satisfaction at LS Music Studio Bandung with a small effect size criterion.
3. Competence has a significant influence on customer satisfaction at LS Music Studio Bandung with a small effect size criterion.

4. Facilities have a significant influence on customer satisfaction at LS Music Studio Bandung with a large effect size criterion.

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