

# **The Influence Of Taste and Product Quality to Purchasing Decisions and Customer Satisfaction (Case study of consumers who buy Entrasol milk in Surabaya)**

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**Abstract.** This study is to analyze the influence of taste and product quality to purchasing decisions and customer satisfaction. Type of research is quantitative. The population of this study were 100 respondents who bought Entrasol milk in Surabaya. The analysis technique used is Partial Least Square. Data obtained from questionnaires and tested with SmartPLS 3.0 application. The results of this study indicate that taste, and product quality have a positive and significant influence on purchasing decision and customer satisfaction. And purchasing decision has a positive and significant effect on customer satisfaction.

**Keywords:** Taste, Product Quality, Purchasing Decision, Customer Satisfaction

## **1 INTRODUCTION**

Consumer satisfaction is an overall feeling of the customer about the product or service that has been purchased by the customer [1]. in the current conditions which are increasing competition between similar products, the company must be able to compete to win over consumers by increasing the quality and trust of the marketed products. Companies that are able to create and maintain customers, the company will be successful in business competition. One characteristic of customer satisfaction is consumers who make purchases in a regular and repeated manner. To get to the level of customer satisfaction begins when the customer evaluates the product that has been purchased so that the customer has the customer to have specific experience regarding the decision of the acquisition. Another thing that is not less important is the situational factor of the customer's attitude that influences the purchasing decision so that it is easy to move to the competitor's product or service

The focus of this research is on a high calcium milk product, Entrasol milk. Entrasol is one of the products from Kalbe Nutritionals which was established under the name of PT Sanghiang Perkasa (SHP) since 1982. Entrasol is a high calcium milk with profit formula that has been widely known by the public and has many benefits needed by the community. Entrasol has 2 types, namely active entrasol for ages 19 to 50 years with vanilla latte and mochacinno flavor variants. Whereas Entrasol Gold is specifically for the age of 50 and above with vanilla, chocolate and plain flavor. The presence and type of flavor given is one of the strategies used to improve high quality and taste so that it can more easily influence consumers to make the decision to purchase entrasol milk products.

## **2 LITERATURE REVIEW**

### **2.1 Taste**

Taste is a way of choosing foods that must be distinguished from the taste of the food. Taste is a food attribute that includes smell, taste, texture and temperature [2].

1. Smell is one component of taste in food, which provides a scent that can know the taste of the food. Where this smell is known by using the nose. If the smell of food changes, of course it will affect the taste.
2. Taste, is the result of taste buds that are located in the tongue, cheeks, esophagus, roof of the mouth, which is part of taste.
3. Texture, is a form of the combination of compounds contained in the product.
4. Temperature, is temperature and the degree of heat of a substance.

**Hypothesis 1:** taste has a significant effect on purchasing decisions

The higher the taste of Entrasol products the higher the level of purchasing decisions for the product.

**Hypothesis 2:** Taste has a significant effect on customer satisfaction

The higher the taste of Entrasol, the more satisfied consumers will consume entrasol milk.

## 2.2 Product Quality

Product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation, and repairs and other attributes [3]. Quality is the best guarantee of customer loyalty, the best defense against competitors, and the only pathway to sustainable growth and income [4]. Factors that affect product quality are 9 factors known as 9M, namely Market, Money (Capital), Management, Men (Human Resources), Motivation, Matherial, Manchine, Mechanization (machine materials and mechanization), Modern information method (information method modern), Mounting product reluirement (production process requirements). The indicators used in this study according to [5]: performance, special features, cnformance, perceived quality

**Hypothesis 3:** product quality has a significant effect on purchasing decisions

The better the quality of Entrasol products, the higher the consumers to make purchasing decisions

**Hypothesis 4:** product quality has a significant effect on customer satisfaction

The better the quality of products possessed by entrasol milk, the consumer will feel satisfied to have purchased the product

## 2.3 Puchasing Decisions

Purchasing decisions are the stage of the decision process where the consumer actually purchases the product [6]. Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them [7]. The buying decision process is divided into five stages [6] : Problem recognition, Information Search, Alternative Evaluation, Purchasing Decisions, Post Purchasing Behavior. The indicators used in the study are according to [8] : Stability in a product, habits in buying, giving recommendations to others, making repeat purchases.

**Hypothesis 5:** purchasing decisions have a significant effect on customer satisfaction

Consumers who are satisfied with the performance of these products will make consumers repurchase.

## 2.4 Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment a person who appears after comparing the performance of products that are thought of the expected performance [4]. This study uses indicators of customer satisfaction according to [9] : Confirmation of expectation, Repurchase interest. And according to [10]: No complaints about the product, customer satisfaction in the whole product.

## 2.5 Research Framework

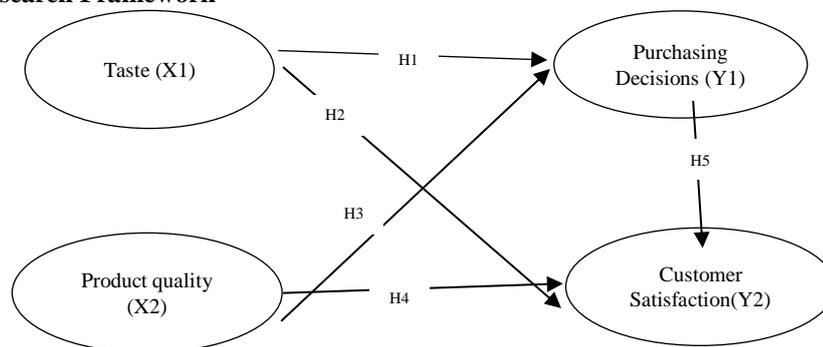


Figure 1 : Research framework

### 3 METHODOLOGY

Research uses a quantitative approach is a method based on the philosophy of positivism, used to examine the population or a particular sample, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined [11]. This research variable consists of independent variables *cuta rasa* and product quality, variable purchasing decisions. And the variable is bound to Customer satisfaction. The population in this study were 100 consumers who bought Entrasol milk in Surabaya. The data analysis technique uses Partial Least Square (PLS) with SmartPLS 3 software.

### 4 RESULT AND DISCUSSION

The results of the R-Adjusted purchase decision variable amounted to 0.614 or 61.4%. These results indicate that the variable taste and product quality contributed 61.4% to the customer's decision and the remaining 38.6% was influenced by other factors. Whereas for customer satisfaction variable is 0.741 or 74.1%, this result shows that the taste and product quality variables contribute 74.1% and the remaining 25.9% is influenced by other variables not examined in this study.

In testing the hypothesis, a data must fulfill a criterion, and the hypothesis is said to be accepted if the t-statistic value is greater than t-table and if the p-value is less than 0.05 and vice versa.

The output of the SmartPLS is as follows:

Tabel 1 : Path Coefficient

<i>Path Coefficient</i>	<i>t-statistic</i>	<i>p-value</i>
Taste → Purchasing Decisions	2.344	0.010
Taste → Customer Satisfaction	2.183	0.015
Product quality → Purchasing Decisions	6.302	0.000
Product Quality → Customer Satisfaction	2.911	0.002
Purchasing Decisions → Customer Satisfaction	2.587	0.005
Taste → Purchasing Decisions → Customer Satisfaction	1.812	0.035
Product Quality → Purchasing Decisions → Customer Satisfaction	2.226	0.013

Sumber, output SmartPLS 3.0, 2019

#### 4.1 Direct influence

**Hypothesis 1:** Effect of Taste on purchasing decisions

Based on the results of the analysis, it can be seen that taste has a positive and significant effect on purchasing decisions with the results of p-value 0.010 <0.050 and t-staistic value> t-table which is 2.344> 1.661.

The results of this study are supported by previous research conducted by [12] entitled the influence of brand ideals, advertisements and tastes on purchasing decisions (a survey of consumers of Indomie brand instant noodles in the area of Um Al-Hamam Riyadh) states that there is a significant influence between taste towards purchasing decisions. This shows that consumers decide to buy Entrasol milk because Entresol milk has the taste and aroma that suits the customer's desires. Because the better the taste given to consumers, the more consumers will buy Entrasol milk.

**Hypothesis 2:** Effect of product quality on purchasing decisions.

Based on the results of the analysis, it can be seen that product quality has a positive and significant effect on impulse buying behavior with the results of p-value 0.000 <0.050 and t-staistic value> t-table which is 6.302> 1.661.

The results of this study are supported by previous research conducted by [13] argues that customer response is influenced by product quality, design and layout of service facilities. This shows that consumers have the stability to buy Entrasol milk because consumers believe that entresol milk has good quality and benefits, this means that the higher the quality of the product that is given the higher the level of consumer confidence in buying Entrasol milk products.

**Hypothesis 3:** Effects of Taste on Purchasing Decisions

Based on the results of the analysis it can be seen that taste has a positive and significant effect on customer satisfaction with the results of p-values  $0.015 < 0.050$  and t-statistik  $> t$ -table which is  $2.183 > 1.661$ .

The results of this study are supported by prior research conducted by [14] The results show that Taste has a significant effect on customer satisfaction. This shows that consumers repurchase Entrasol milk because consumers feel Entrasol milk has a taste that is in line with consumer expectations and desires, which means that the higher the taste of Entrasol milk, the higher the satisfaction of consumers because they consume Entrasol milk.

#### **Hypothesis 4: Effect of Product Quality on Customer Agencies**

Based on the results of the analysis it can be seen that product quality has a positive and significant effect on customer satisfaction with the results of p-value  $0.002 < 0.050$  and t-statistik  $> t$ -table which is  $2.911 > 1.661$ . This shows that consumers repurchase Entrasol milk because consumers feel that Entrasol milk has quality and benefits that are in accordance with the expectations and desires of consumers. This means that the better the quality of entresol milk, the more satisfied consumers have consumed Entrasol milk.

#### **Hypothesis 5 : Effect of Purchasing Decisions on Customer Satisfaction**

Based on the results of the analysis it can be seen that purchasing decisions have a positive and significant effect on customer satisfaction with the results of p-value  $0.005 < 0.050$  and t-statistik  $> t$ -table which is  $2.587 > 1.661$ . This shows that consumers decide to buy entresol milk because consumers feel in accordance with their hopes and desires after consuming entresol milk.

### **4.2 Indirect Effects**

#### **Taste of Customer Satisfaction Through Purchasing Decisions**

The results of this study indicate that taste has a positive and significant influence on customer satisfaction indirectly through purchasing decisions. This is because the p-value is  $0.035 < 0.050$  and t-statistics  $> t$ -table  $1.812 > 1.661$ . This shows that consumers will decide to make a repeat purchase because consumers feel that the flavor variants in Entrasol milk have fulfilled according to consumer expectations.

#### **Product Quality towards Customer Satisfaction Through Purchasing Decisions**

The results of this study indicate that quality has a positive and significant indirect effect on customer satisfaction through customer satisfaction. This is because the p-value is  $0.013 < 0.050$  and t-statistic  $> t$ -table  $2.226 > 1.661$ . This shows that consumers decide to repurchase Entrasol milk because consumers feel confident that Entrasol milk has good quality and benefits for its health.

## **5 CONCLUSION**

From the results of data processing above, it can be concluded that the variable taste and product quality have a positive and significant direct effect on purchasing decisions and customer satisfaction, indicating that consumers buy Entrasol milk because consumers are sure of the benefits and tastes in accordance with consumer expectations . For style variables, taste and product quality have a positive and significant indirect effect on customer satisfaction through purchasing decisions. This shows that consumers who have decided to buy Entrasol milk products are satisfied with the taste and quality of the product.

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