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STRENGTH OF PRODUCT QUALITY TO IMPROVE COMPETITIVENESS

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Abstract: In the background here, the problem is that the dependent variable is competitiveness and the independent variable is product quality. The purpose of this study was to determine the effect of differentiation strategies on the competitiveness of domino's pizza in Sukabumi. This research uses quantitative methods. The population in this study were Domino's pizza consumers in the city of Sukabumi and the sample used was 100 respondents. The data analysis technique used is simple linear regression analysis and the sampling technique used is probability sampling. The results of this study indicate that the differentiation strategy has a significant and positive influence on competitiveness. The results of the F test, namely the value of F_{count} 374,749> 3.09 indicate that F_{count} is greater than F_{table} and the results of the correlation in this study have a very strong and high value of 0.890, so it can be concluded that the variable product quality influences competitiveness. Domino's pizza Sukabumi.
Keywords: Competitiveness; Product Quality

INTRODUCTION

The development in the business world is now more advanced and developing. In this modern world, there are also more and more business opportunities that exist and many of which can be used as perfect business opportunities. Starting from trade, services, and so on. One that is liked by people from every community is fast food because it is in terms of shape, taste, and very affordable prices (Azzachra et al., 2020).

Competition of fast food is currently experiencing very tough competition. This is a challenge and a threat for companies to be able to compete with other companies and companies are required to have an advantage in each sector so that these companies can compete during this intense competition (Komala et al., 2019). One of these advantages can be obtained from product quality. According to Kotler and Keller (2016), quality is the totality of features and characteristics of a product or service that are capable of satisfying consumer needs. Product quality according to Kotler and Armstrong (2015), is the characteristics of a product or service that match its ability to meet stated or implied customer needs. Product quality is one of the main positioning tools of a marketer.

The Indonesian people themselves prefer fast food over other food companies, this is evidenced by the MasterCard survey data entitled Consumer Purchasing Priorities, which was conducted from May to June 2015, from the results of a survey of 8,690 respondents aged 18-64 years in 17 countries in Asia - Pacific, where 410 respondents come from Indonesia, that 80% of Indonesian people prefer to eat at fast-food restaurants rather than at other food places, in the second place there are snacks/food courts with a rate of 61%. In the third position, there are restaurants/cafes as much as 22%, and the last one is only 1% of consumers in Indonesia who prefer to visit fine dining restaurants (Marketing Communication, 2016).

One of the fast food in Indonesia is Domino's Pizza. Domino's Pizza sells fast food, which is more precise, namely pizza as the main food produced by Domino's Pizza. Domino's Pizza was founded in 1960 in Ypsilanti, Michigan by brothers Tom and James Monaghan, while Domino's pizza in Sukabumi was founded in 2015. Domino's Pizza currently has more than 11,900 branches in more than 70 countries, according to

domino's pizza company. sells more than 1.5 million pizzas every day (Republika.co.id, 2020).

In Indonesia, there is competition between pizza companies including Domino's Pizza, Pizza Hut, Izzi Pizza, Pappa Ron's, and others. In the last few years, Domino's Pizza has always been in number two among its competitors, this is evidenced by the following Top Brand Awards data:

Table 1. Domino's Pizza Competitiveness Data

BRAND	TBI	
	2018	2019
Pizza Hut	76.2%	48.7%
Domino's Pizza	8.9%	8.8%
Izzi Pizza	-	-
Papa Ron's	3.8%	8.8%
Pizza Bar	2.3%	5.5%
Gian Pizza	2.2%	7.5%

Source: Top Brand Awards (2019)

Based on the table data above, shows that Domino's Pizza is number two and its percentage growth from 2018 to 2019 has decreased significantly. This is a problem for Domino's Pizza, which cannot reach target number one. This problem occurs in competitiveness, which is more specific in terms of quality. This problem is supported by the journal Nurhayati, (2016) which discusses the same problem, namely on competitiveness which includes in terms of quality.

Based on the background above, this study uses product quality as the independent variable and competitiveness as the dependent variable. This study aims to determine the effect of differentiation strategies on competitiveness. So the purpose of this study is to measure how much influence product quality has on competitiveness.

METHODS
This research method uses quantitative methods using associative method approaches. The object of this research is Domino's Pizza consumers in the city of Sukabumi. The population in this study are consumers who have consumed products from Domino's Pizza Sukabumi in the last few months. This study uses probability sampling techniques using a simple random sampling approach which can be done by providing equal opportunities for all elements to be selected as samples. The number of samples used for this study was 100 respondents by distributing questionnaires to Domino's Pizza consumers in the city of Sukabumi and processed using IBM SPSS version 24 software. The data analysis technique used in this study was simple linear regression.

RESULTS AND DISCUSSION
The F-test or model feasibility test is a way to find out which model can be used and whether the model is feasible or not in the research. The following is the result of data processing aimed as follows:

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Table 2. F-Test Results

ANOVA						
Model		Sum Squares	OfDf	Men Square	F	Sig.
1.	Regression	124.446	1	124.446	374.749	.000[b]
	Residual	32.544	98	.332		
	Total	156.990	99			

a. Dependent Variable: Competitiveness
b. Predictors (Constant), Product Quality

Source: The research results are processed (2019)

The results of the F test, namely the value of F_{count} 374,749> 3.09 indicate that the F_{count} is greater than the F_{table}. Furthermore, the regression value has a significant level, namely 0.000 <0.05. So it can be concluded that the differentiation strategy variable on competitiveness has an acceptable effect simultaneously.

Table 3. Result of the Coefficient of Determination

Model Summary				
Model	R	R square	Adjusted R Square	Std. An error of the Estimate
1	.890[a]	.793	.791	.57626

a. Predictors: (Constant), Product quality
b. Dependent Variable: Competitiveness

Source: The research results are processed (2019)

Based on the results of the data processing above, it shows that the correlation value (R) is 0.890 and the coefficient of determination (R Square) is 0.793 which is meant from the data above, which means that the influence of the differentiation strategy variable on competitiveness is 79.3% and the remaining 20,7% which is influenced by other variables not examined in this study.

After that, a simple linear regression analysis test was carried out, the aim was to determine the linear relationship between two variables where one of these variables could affect the other variable (Suyono, 2018).

Furthermore, when submitting a hypothesis, the t-test is carried out, the purpose of this t-test is to determine the hypothesis on one variable with another whether it has the same influence or level of significance or not, data processing uses the IBM SPSS version 24 tool.

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Table 4. Results of Simple Linear Regression and T-Test

Model	Coeff	SE	T	P-Value
Constant	.329	.425	.773	.441
Product quality (X)	.382	.020	19.358	.000

a. Dependent Variable: Competitiveness

Source: The research results are processed (2019)

CONCLUSION

Based on the research results that have been researched, it can be concluded that the variable quality of the product has a significant effect on competitiveness. And after being carried out with simple linear regression analysis techniques and from the results of hypothesis testing partially and simultaneously it states that there is a positive and significant relationship between product quality variables on competitiveness.

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