

The Influence of Product Quality on Customer Trust at Fortunate Coffee Cemara Asri Medan

Peni Puspita Sari¹, Tasik Utama^{2*}, Hengky Kosasih³

^{1,2}Program Studi Manajemen Pemasaran Internasional, Politeknik Cendana, Medan, Indonesia

³Fakultas Ekonomi Program Studi Manajemen Sumber Daya Manusia, Universitas Pasundan, Bandung, Jawa Barat, Indonesia

Email: ¹penipuspitasaki252@email.com, ^{2*}cendanautama@yahoo.com, ³hengkyko80@gmail.com

Abstract

Fortunate Coffee is a café that provides a menu consisting of healthy options without animal products, preservatives, eggs, and milk. The food is prepared without the use of MSG. Fortunate Coffee is also renowned for its delightful coffee flavor, sourced from high-quality imported beans. The aim of this study is to investigate whether there is an influence of product quality on customer trust at Fortunate Coffee Cemara Asri Medan. This research employs an associative quantitative research method. The sample consists of 75 customers who made purchases from January 2023 to June 2023, utilizing an incidental sampling technique. The results of the normality test for the variables of product quality and customer trust yielded a value of 0.200, which is greater than the significance standard (α) = 0.05. Hence, it can be concluded that the tested data is normally distributed. The correlation test results indicate a strong relationship between product quality and customer trust, with a value of 0.632. A correlation value of 0.632 falls within the range of 0.60 - 0.799 (strong), meaning that the work environment and employee performance have a positive correlation. As for the results of simple linear regression: $Y = 17.097 + 0.617X$, it means that the constant is 17.097. This signifies that if Customer Trust has a value of 0, then Product Quality will have a value of 17.097. The regression coefficient for the product quality variable is 0.617, indicating that if customer trust increases by one unit, product quality will increase by 0.617 units. The result of the hypothesis test from Z calculation is 5.436, while the Z-table value is 1.00, with Z calculation (5.436) > Z-table (1.00). Therefore, since Z calculation > Z-table, H_a is accepted and H_o is rejected. The accepted H_a indicates the influence of product quality on customer trust at Fortunate Coffee Cemara Asri Medan. The coefficient of determination test results show that the variables of product quality and social media marketing influence customer trust by 39.9%, while the remaining 60.1% is influenced by other factors beyond the scope of this study.

Keywords: Product Quality, Customer Trust

1. INTRODUCTION

The culinary business in Indonesia is rapidly growing, especially in major cities. This is due to the advancement of the global economy. With increasing competition in the culinary business and advancements in technology and information systems, companies must have a competitive advantage and be able to provide the best. Fortunate Coffee is required to continuously work hard to improve the quality of products and services to gain customer trust. The key to customer trust lies in the experiences they have. If customers frequently have positive experiences, they will have trust in the product, and vice versa. Consumer trust is the knowledge consumers have about the purpose, characteristics, and benefits of their purchases (Rosmiyati, 2020:86). Maintaining customer trust is a strategy employed by Fortunate Coffee to retain its customers. One way is by ensuring product quality. Product quality is a consumer-centered understanding of quality, meaning a seller has provided quality if the product or service meets or exceeds consumer expectations Tjipto (Anggraeni & Soliha, 2020:9). Sirdeshmukh et al. (Pertiwi, 2021:91) state that customer trust is one party's belief about the intentions and behavior of another party, so customer trust is defined as the expectation that a company can be trusted or relied upon to meet customer expectations. According to Wiedyani and Prabowo (Gayetri, 2022), customer trust is the customer's response to the perceived evaluation discrepancy between expectations and actual performance in usage.

According to Kotler and Armstrong (Firmansyah, 2019:15), the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes." This means the product's ability to perform its functions, including overall durability, reliability, precision, ease of operation and repair, and other valued attributes. Product quality is an important factor in evaluating how well a product can meet customer needs and expectations. It encompasses the quality of the raw materials used, the production process, and the final result provided to customers. When customers are satisfied with the quality of the product, they are more likely to make repeat purchases and trust the company with its products. The benefit of product quality is that it can enhance the company's reputation. A company that produces a high-quality product or service will be recognized as an organization that prioritizes quality and will gain extra value in the eyes of the public (Ferine, 2022:92).

In this research, the author references several previous studies. One of them is a study conducted by (Yusra, 2021), a graduate of KBP School of Economics, with the research titled "The Influence of Product Quality, Service Quality, and Promotion on Customer Trust (Consumers) at Erha skin Padang". The test result of the product quality variable, t count > t table, is $0.341 > 2.185$ with a significance of 0.034. The significance value of product quality is $0.034 < 0.05$, so H_1 is accepted, meaning there is a significant influence between product quality and customer trust at Erha Skin Padang.

Fortunate Coffee is a café located in Medan City. It has its own distinctive feature, which is its fragrant coffee. The coffee is sourced from various places, depending on whether it's imported or locally produced, and it has a

very natural taste. Fortunate Coffee also offers a menu with a concept of both food and beverages, including various non-animal, healthy, vegan, and preservative-free options. Fortunate Coffee was inaugurated on August 8, 2015, located in Cemara Asri Complex, Jl. Boulevard Raya No.8, Medan Estate, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. However, some customers have complained about the portion sizes served at Fortunate Coffee, considering the relatively high prices. The author conducted an interview with one customer with the initial "A," who mentioned that the product quality has declined, for example, the portion size has slightly decreased. Another customer with the initial "B" stated during the interview that there are more takeout portions compared to dining in. Therefore, to regain the trust of these customers, one of the factors to be considered is improving the product quality and maintaining consistent portion sizes served.

Product Quality

According to Fandy Tjiptono (Zainurossalamia, 2020:93), he interprets a product as: "everything offered by a manufacturer to be observed, requested, sought, bought, used, or consumed by the market as a means of fulfilling the needs or desires of the relevant market. The offered product includes physical goods, services, individuals or people, organizations, and ideas. In more detail, the product concept encompasses goods, packaging, brand, color, label, price, quality, service, and guarantee. Product quality is one of the main tools for positioning in marketing. It has a direct impact on product performance. Therefore, quality is closely related to customer value and satisfaction. Product quality is a condition where a product's value matches the established measurement standards. The closer it adheres to the established standards, the higher the quality value of that product (Firlu Musfar, 2020:44).

According to Tjiptono (Firmansyah, 2019:16-17), the indicators of product quality are as follows:

1. Performance: This refers to the core operational characteristics of the core product being purchased, such as speed, fuel consumption, passenger capacity, ease and comfort in driving, and so on.
2. Additional Features: These are secondary or complementary characteristics, such as interior and exterior completeness like dashboards, air conditioning, sound systems, door lock systems, power steering, and so on.
3. Reliability: This is the likelihood of experiencing little or no breakdown or failure to use, for example, a car not frequently breaking down or having problems.
4. Conformance to Specifications: This relates to how well the design and operation characteristics conform to previously established standards. For example, safety and emission standards are met, such as the size of the wheel axle for a truck, which must be larger than that of a sedan.
5. Durability: This concerns how long the product can continue to be used. This dimension includes technical and economic lifespan of using the car.
6. Aesthetics: This refers to the product's appeal to the senses. For example, an attractive physical form of the car, an artistic model or design, color, and so on.

Customer Trust

According to Romindo et al, (Gayetri, 2022), trust is defined as the subjective probability where a consumer expects that a seller will carry out a specific transaction in line with the consumer's trust expectations. According to Wiedyani and Prabowo (Gayetri, 2022), customer trust is the customer's response to the perceived evaluation discrepancy between expectations and actual performance in usage.

According to Yee and Faziharudean (Sari pertamata, 2020:23-24), they state that trust indicators consist of 3 (three) components, namely:

1. Integrity: This is the consumer's perception that the company follows acceptable principles such as keeping promises, behaving ethically, and being honest.
2. Benevolence: This is based on the level of trust in a partnership that has goals and motivations that become an advantage for other organizations when new conditions arise, that is, conditions where commitments are not formed.
3. Competence: Competence is the ability to solve problems faced by consumers and meet all their needs. Competence refers to the skills and characteristics that allow a group to have dominant influence.

2. RESEARCH METHODS

2.1. Research Framework

According to Sugiyono, (2018:2), research methodology is essentially a scientific way to obtain data for specific purposes and uses. There are two types of research methods, namely qualitative and quantitative research methods. Associative problem formulation refers to a research problem statement that aims to inquire about the relationship between two or more variables. This study utilizes a quantitative research method with an associative form, aiming to determine the relationship between two or more variables through statistical analysis. In this study, the author employs independent and dependent variables. The independent variable is Product Quality (X), while the dependent variable is Customer Trust (Y). This research is conducted at Fortunate Coffee Cemara Asri, Medan, located in Cemara Asri Complex, Boulevard Raya Street No. 8, Medan. The study takes place from March 2023 to July 2023.1.

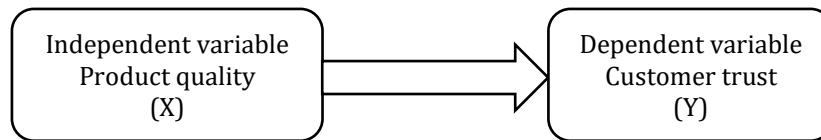


Figure 1. Research variable

Source: Author 2023

2.2 Population dan Sample

According to Sugiyono, (2018:215), population is defined as the generalization domain consisting of objects/subjects with specific qualities and characteristics set by the research for study and subsequent conclusion drawing. In this study, the population used by the author encompasses all customers who made purchases at Fortunate Coffee Cemara Asri, Medan, during the period from January 2023 to June 2023. The author obtained data on the number of customers for one week, which amounted to 300 customers.

As per Sugiyono, (2018:81), a sample is a portion of the total number and characteristics possessed by the aforementioned population. In determining the sample size, the researcher employs levels or degrees of error developed by Isaac and Michael, including 1%, 5%, and 10%. To determine the sample size, the researcher utilizes the Slovin method with a 10% level of error. The formula used is as follows:

$$n = \frac{N}{1+Ne^2} = \frac{300}{1+300(0.1)^2} = \frac{300}{1+3} = 75$$

Therefore, the sample size chosen by the author is 75 respondents. The sampling technique employed by the author is an incidental sampling technique. In this case, individuals who have made purchases at Fortunate Coffee and encountered by the author are considered as the sample. In this study, the author conducted a survey by distributing questionnaires to customers at Fortunate Coffee who happened to be encountered.

2.3 Data Collection Technique

According to Sujarweni, (2019:73), there are six types of data collection techniques that can be used: tests, interviews, observations, questionnaires, surveys, and document analysis. This research collects data using questionnaires to obtain research results. The questionnaires used in this study are closed-ended and employ a Likert scale. According to Sugiyono, (2018:93), the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of people about social phenomena. In using the Likert scale, the researcher describes the variable to be measured using variable indicators. Afterward, these indicators are used as a starting point to create instrument items, which can take the form of questions or statements.

In this study, the author employed a quantitative research method with an associative (or correlational) approach because the author aimed to understand the relationship between two or more variables using statistical analysis. The author utilized a multiple linear regression model to predict the value of the dependent variable, customer trust (Y), influenced by the independent variables, product quality (X) in a cause-and-effect relationship.

2.4 Research Instrument Analysis

This study employed data analysis techniques including validity testing, reliability testing, normality testing, linearity testing, correlation testing, coefficient of determination testing, simple linear regression testing, and hypothesis testing.

3. RESULT AND DISCUSSION

3.1 Respondent Characteristics

Descriptive Characteristics Based on Age

The total number of respondents used in this study is 75 individuals, categorized by age as shown in the table below:

Table 1. Characteristics Based on Age

No	Criteria	Total	Presentation
1	17 – 20 years	25	33,3%
2	21 – 30 years	35	46,7%
3	31 – 40 years	10	13,3%
4	>40 years	5	6,7%
	Total	75	100%

From the table above, it can be observed that respondents aged 17-20 years old amounted to 25 individuals (33.3%), 21-30 years old totaled 35 individuals (46.7%), 31-40 years old accounted for 10 individuals (13.3%), and those older than 40 years were 5 individuals (6.7%).

Descriptive Characteristics Based on Gender

The total number of respondents used in this study is 75 individuals, categorized by gender as shown in the table below:

Table 2. Descriptive Characteristics Based on Gender

No	Criteria	Total	Presentation
1	Pria	43	57,3%
2	Wanita	32	42,7%
	Total	75	100%

From the table above, it can be seen that the most dominant respondents are male, totaling 43 individuals (57.3%), while females amount to 32 individuals (42.7%).

Descriptive Characteristics Based on Visit Frequency

The total number of respondents used in this study is 75 individuals, categorized by visit frequency as shown in the table below:

Table 3. Descriptive Characteristics Based on Visit Frequency

No	Criteria	Criteria	Presentation
1	<3times	26	34,7%
2	4 - 7 times	28	37,3%
3	>7 times	21	28,0%
	Total	75	100%

From the table above, it can be observed that respondents who have visited less than 3 times amount to 26 individuals (34.7%), those who have visited 4-7 times total 28 individuals (37.3%), and those who have visited more than 7 times amount to 21 individuals (28.0%).

3.2 Validity and Reliability Test Results

3.2.1 Validity Test Results

According to Sugiyono, (2018:2), validity indicates the degree of accuracy between the actual data that occurs in the object and the data that can be collected by the researcher. To ensure that the obtained data is valid, reliable, and objective, in this study, valid and reliable instruments were used, as stated by Sugiyono, (2018:122). The instrument's validity was tested by distributing it to respondents who were not part of the research sample, and the author used a specific formula to calculate its validity. The research sample was incidentally selected and limited to only 34 samples for the pre-test.

Table 4. Results of Validity Test for Product Quality Variable (X) and Customer Trust Variable (Y)

Validity Test For Product Quality (X)				Validity Test For Customer Trust Variable (Y)			
Item	r hitung	r tabel	Validitas	Item	r hitung	r tabel	Validitas
Item 1	0,817	0,2869	VALID	Item 1	0,813	0,2869	VALID
Item 2	0,816	0,2869	VALID	Item 2	0,881	0,2869	VALID
Item 3	0,897	0,2869	VALID	Item 3	0,749	0,2869	VALID
Item 4	0,873	0,2869	VALID	Item 4	0,878	0,2869	VALID
Item 5	0,863	0,2869	VALID	Item 5	0,857	0,2869	VALID
Item 6	0,609	0,2869	VALID	Item 6	0,790	0,2869	VALID
Item 7	0,806	0,2869	VALID	Item 7	0,854	0,2869	VALID
Item 8	0,899	0,2869	VALID	Item 8	0,833	0,2869	VALID
Item 9	0,796	0,2869	VALID	Item 9	0,819	0,2869	VALID
Item 10	0,829	0,2869	VALID	Item 10	0,758	0,2869	VALID

Based on the test results in Table 5, it is known that for the product quality variable (X), there are 10 statement items, all of which have values greater than 0.286. Therefore, all items of the product quality variable are considered valid. Similarly, for the customer trust variable (Y), there are 10 statement items, all of which have values greater than 0.286. Therefore, all items of the customer trust variable are considered valid.

3.2.2 Reliability Test Results

According to Sujarweni, (2019:110), reliability testing is a measure of stability and consistency of respondents in answering questions related to the constructs of the questions, which are dimensions of a variable and arranged in the form of a questionnaire. Reliability testing can be done collectively for all question items. If the Alpha value >0.60, then it is considered reliable.

Table 5. Results of Reliability Test for Product Quality Variable (X) and Customer Trust Variable (Y)

Reliability Statistics			
Reliability test Product Quality (X)		Reliability test Customer Trust Variable (Y)	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0.944	10	0.946	10

Based on Table 6, it can be observed that the reliability coefficient for the product quality instrument (X) is 0.946, which is greater than 0.600. Therefore, the questionnaire/instrument for the product quality variable (X) is considered reliable in this study. Additionally, the reliability coefficient for the customer trust instrument (Y) is 0.949, which is also greater than 0.600. Thus, the questionnaire/instrument for the customer trust variable (Y) is deemed reliable in this study.

3.3 Results of Normality Test

According to Sujarweni, (2019:52), the purpose of the normality test is to determine the distribution of data in the variables to be used in the research. Good and suitable data for research is data that has a normal distribution. The normality of data can be assessed using the Kolmogorov-Smirnov Normality Test in SPSS. If the test result is significant (p Value > 0.05), then the distribution is considered normal.

Table 6. Results of Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.44209750
Most Extreme Differences	Absolute	.086
	Positive	.071
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the output table from the "One-Sample Kolmogorov-Smirnov Test" above, it is observed that the significance value is 0.200, which is greater than 0.05 ($0.200 > 0.05$). This implies that it can be concluded that the sample data for product quality (X) and customer trust (Y) are normally distributed.

3.4 Results of Linearity Test

The purpose of the Linearity Test is to determine whether two or more tested variables have a significant linear relationship. This test is usually used as a prerequisite in correlation or linear regression analysis. The decision-making basis in the linearity test is that if the probability value > 0.05 , then the relationship between variable (X) and variable Y is linear. If the probability value < 0.05 , then the relationship between variable X and variable Y is non-linear.

Table 7. Results of Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepercayaan Pelanggan * Kualitas Produk	Between Groups	(Combined)	719.034	15	47.936	3.811	.000
		Linearity	584.365	1	584.365	46.460	.000
		Deviation from Linearity	134.669	14	9.619	.765	.701
	Within Groups	742.086	59	12.578			
Total			1461.120	74			

Based on the SPSS output table, specifically the "ANOVA table," the result of the linearity test shows a significance value (p value sig) of 0.701 in the "Deviation from Linearity" column. Since the significance value is greater than 0.05, it can be concluded that there is a linear relationship between the variables product quality (X) and customer trust (Y).

3.5 Results of Correlation Test

According to Silaen, (2018:222), correlation analysis using statistical tests is intended to measure the degree of correlation between two variables or to determine the significance of the relationship between independent and dependent variables. According to Sugiyono, (2018:184), here is the guide for interpreting correlation coefficients: 0,00 – 0,199 (very low); 0,20 – 0,399 (low); 0,40 – 0,599 (medium); 0,60 – 0,799 (strong); 0,80 – 1,000 (very strong)

Table 8. Correlation Test Results
Correlations

		Kualitas Produk	Kepercayaan Pelanggan
Kualitas Produk	Pearson Correlation	1	.632**
	Sig. (2-tailed)		.000
	N	75	75
Kepercayaan Pelanggan	Pearson Correlation	.632**	1
	Sig. (2-tailed)	.000	
	N	75	75

** Correlation is significant at the 0.01 level (2-tailed).

Based on the SPSS output table "Correlations" above, in the column labeled "Pearson Correlation," it is known that the Pearson correlation coefficient between the variables product quality (X1) and customer trust (Y) is 0.632. The correlation value of 0.632 falls within the range of 0.60 – 0.799 (strong), indicating that workplace environment and employee performance have a strong positive correlation. A positive correlation value means that if the product quality increases, customer trust also increases.

3.6 Results of Coefficient of Determination Test

According to Suliyanto (Wahyuni, 2020:79), the coefficient of determination represents the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the greater the ability of the independent variable (dependent) to explain the variation in the dependent variable (independent). As stated by Silaen, (2018:227), the coefficient of determination (KD), also known as the determination coefficient (KP), is the square of the correlation coefficient value. This means that the change in the dependent variable (variable Y) caused by the independent variable (variable X) is equal to the square of the correlation coefficient (r^2). The coefficient of determination explains the percentage of influence of variable X on the fluctuations in the value of variable Y, while the remainder, or the difference from 100%, is influenced by other unexamined factors. The coefficient of determination is calculated as follows:

$$KD = r^2 \times 100\%$$

Explanation:

KD = Coefficient of Determination

r = Correlation Coefficient

The value of R square (coefficient of determination) ranges from 0 to 1, meaning that the smaller the R square, the weaker the relationship between the two variables, and vice versa, the larger the R square, the stronger the relationship between the variables.

Table 9. Results of Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.400	.392	3.466

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Kepercayaan Pelanggan

The formula for testing the coefficient of determination (r^2) is as follows:

$$KD = r^2 \times 100\% = 0.632^2 \times 100\% = 39.9\%$$

Based on the SPSS output table "Model Summary" above, in the "R" column, it is known that the coefficient of determination or R is 0.632. When calculated using the formula above, it results in a coefficient of determination (KD) of 39.9%. This means that product quality is able to influence customer trust by 39.9%. The remaining 60.1% is influenced by other variables that were not included in this research model.

3.7 Results of Simple Linear Resression Test

According to Silaen, (2018:204), simple linear regression analysis is used to predict the linear relationship between two variables when there is only one independent variable.

Table 12. Results of Simple Linear Regression Test
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.097	3.838		4.455	.000
	Kualitas Produk	.617	.088	.632	6.975	.000

a. Dependent Variable: Kepercayaan Pelanggan

Based on the table above, it shows the results of simple linear regression. The result of the simple linear regression can be seen in the column "Unstandardized Coefficients" in the part labeled "B". The equation for the result of the simple linear regression is as follows:

$$Y = a + bX$$

$$Y = 17.097 + 0.617X$$

The meaning of this equation is that the constant value (a) is 17.097, which means that if there is no increase in customer trust, the value of customer trust is 17.097. The coefficient for the variable product quality (X) is 0.617, which means that for every 1 unit increase in product quality, customer trust will increase by a factor of 0.617.

3.8 Hypothesis Test (Z-test)

Hypothesis Test (Z-test)

The Z-test is conducted to determine whether there is a significant influence between the service quality variable (X) and customer loyalty variable (Y). The formula for the Z-test used is as follows:

$$Z = \frac{r}{\frac{1}{\sqrt{n-1}}} = \frac{0.632}{\frac{1}{\sqrt{75-1}}} = \frac{0.632}{\frac{1}{\sqrt{74}}}$$

$$= \frac{0.632}{\frac{1}{8.602}}$$

$$= 5.436$$

From the calculation above, the result of Z-calculated is 5.436, while the Z-table value is 1.00, where Z-calculated (5.436) > Z-table (1.00). Therefore, if Z-calculated > Z-table, Ha (alternative hypothesis) is accepted and Ho (null hypothesis) is rejected. The accepted Ha indicates the presence of an influence of product quality on customer trust at Fortunate Coffee Cemara Asri Medan.

4 CONCLUSION

The product quality variable and customer trust are both valid through validity testing. Based on reliability testing, the product quality variable has a value of 0.944, and the customer trust reliability value is 0.946. The data is normally distributed, with a value of 0.200, which is greater than 0.05. The product quality variable and customer trust have a linear relationship with a significance value of 0.701. The product quality variable positively influences customer trust, with a Pearson correlation coefficient between the product quality variable and customer trust of 0.632. The simple linear regression model is as follows: $Y = 17.097 + 0.617X$, where the constant value of the linear regression model is 17.097. This means that if there is no improvement in product quality, the customer trust value is 17.097. The coefficient for the product quality variable (X) is 0.617, which means that for every one-unit increase in product quality, customer trust will increase by a factor of 0.617. Hypothesis testing is performed partially using the z-test. The result of the hypothesis test from Z calculation is 5.436, while the Z-table value is 1.00, with Z calculation (5.436) > Z-table (1.00). Therefore, since Z calculation > Z-table, Ha is accepted and Ho is rejected. The accepted Ha indicates the influence of product quality on customer trust at Fortunate Coffee Cemara Asri Medan. Product quality is an important factor in evaluating how well a product can meet customer needs and expectations. Product quality encompasses the quality of the raw materials used, the production process, and the final outcome provided to the customer. When customers are satisfied with the quality of the product, they have no hesitation in making repeat purchases and trusting the company with its product quality. The benefit of product quality is that it can enhance the company's reputation. A company that produces a high-quality product or service will be recognized as an organization that prioritizes quality. Therefore, the company is known to the wider community and gains more value in the eyes of the public (Ferine, 2022).

THANK YOU-NOTE

Praise and gratitude are offered by the author to the Almighty God, who has bestowed His grace and blessings, enabling the author to maintain good health in order to complete this journal. With a research entitled "The Influence of Product Quality on Customer Trust at Fortunate Coffee Cemara Asri Medan," I would like to take this opportunity to express my gratitude to my parents, who have supported and encouraged me to complete this article. Additionally, I extend my thanks to all those who have assisted me in the completion of this article.

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