

**CRUCIAL FACTORS AFFECTING CUSTOMER
TRUST TO QUALITY OF PRODUCT BEFORE AND
DURING COVID-19 PANDEMIC (CASE STUDY ON
BOTTLED WATER CUSTOMER IN PADANG)**

FINAL PROJECT REPORT



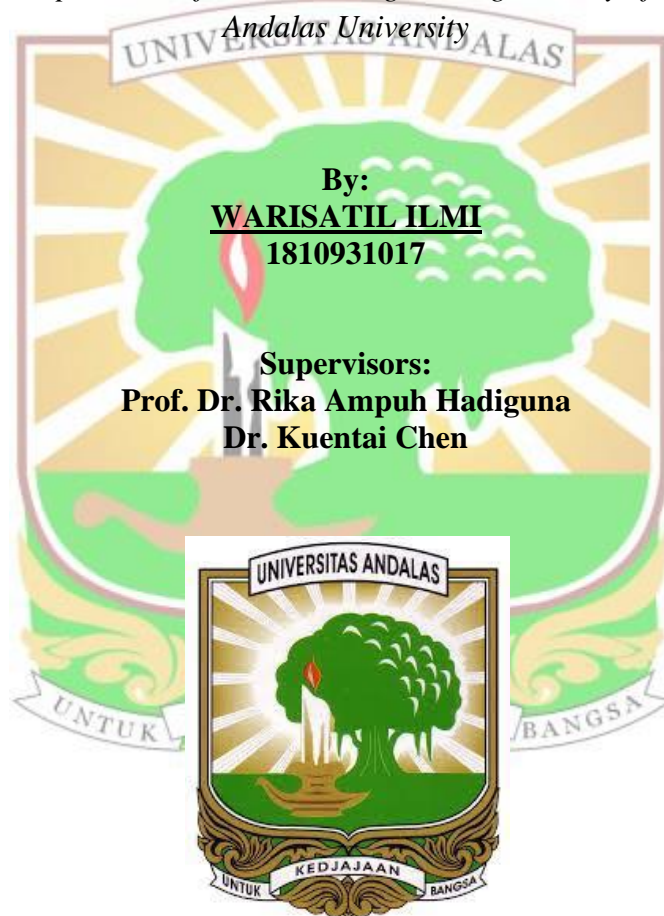
**DEPARTMENT OF INDUSTRIAL ENGINEERING
FAKULTY OF ENGINEERING
ANDALAS UNIVERSITY
PADANG
2022**

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PANDEMIC (CASE STUDY ON BOTTLED WATER
CUSTOMER IN PADANG)**

FINAL PROJECT REPORT

*A report submitted to fulfillment of the requirement for the award of the degree of
Bachelor in Department of Industrial Engineering, Faculty of Engineering,*

Andalas University



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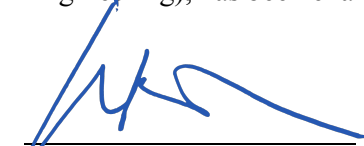
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APPROVAL PAGE

This final project entitled “**Crucial Factors Affecting Customer Trust to Quality of Product Before and During Covid-19 Pandemic (Case Study on Bottled Water Customer in Padang)**” prepared and submitted by **Warisatil Ilmi** in partial fulfillment of requirement for the degree of **Bachelor of Engineering** (Major in Industrial Engineering), has been examined and hereby recommended for approval and acceptance.


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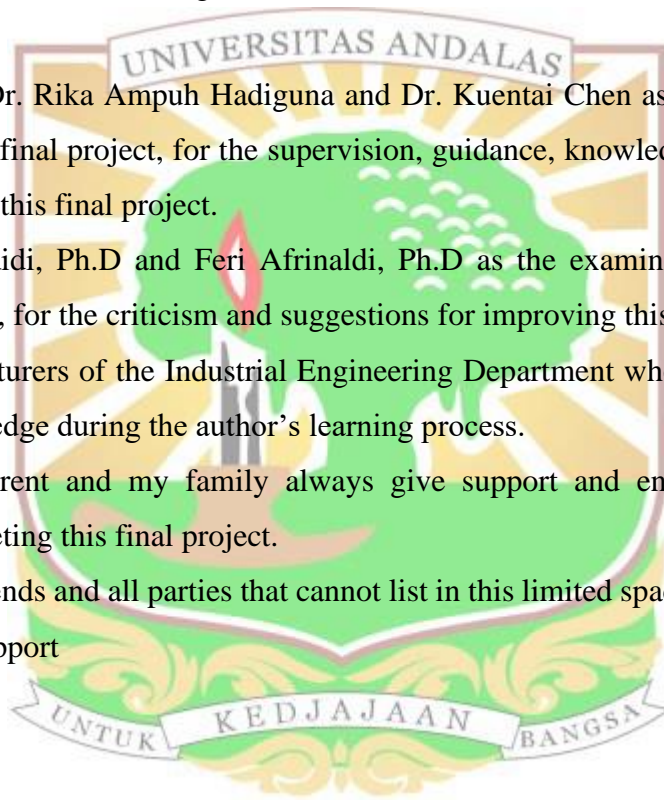
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ABSTRACT

The background of this study stems from the phenomenon of changes in consumer behavior during the covid-19 pandemic. Customers are thought to be more careful when purchasing various things. As seen by their intake of healthy, hygienic, and safe food and beverages for their bodies. Additionally, the background is from the relevance of customer trust in product quality at a time when industry competition is becoming more intense and rising at a rapid pace. One of them is bottled water companies, of which there are now roughly 1,023 with a total of 7,780 bottled water products. Therefore, it is important to attract customers by focusing on customer trust, which is favorably linked to customer loyalty to the products on offer. This study analyzes the crucial factors affecting customer trust in the quality of bottled water and the differences before and during the Covid-19 pandemic. The method used in this research is grey relational analysis (GRA). This method adopts the concept of grey theory. GRA is used to compare each dynamic factor quantitatively. In this theory, all influence factors and relationships are calculated. This is also known as the whitening of all of the factors by analyzing similarities and variability between factors. Data were collected using an online questionnaire during the Covid-19 pandemic from December 6, 2021, to December 23, 2021. There are 116 data used in the study. Based on research findings, the crucial factors affecting customers trust in the quality of products before the Covid-19 pandemic and the grade are products easy to find anywhere and everywhere (0.822), the product that complies with BPOM standards (0.786), the product that complies with SNI (0.757), the company widely known for having good reputations (0.757), good product image (0.734), and the product is equipped with a secure seal (0.733). In addition, the crucial factors affecting consumer trust in product quality during the Covid-19 pandemic and the grade are the company is widely known for having a good reputation (0.816), the product has a good product image (0.775), the product complies with BPOM standard (0.758), the product complies with SNI standard (0.757), the company can provide a high quality of the product (0.744), and the product is equipped with a secure seal (0.743). The differences between the two crucial factors are based on the relative importance of each of the crucial factors. The other differences are during the Covid-19 pandemic, customers pay more attention and trust in products that come from reputable companies and have a good product image. Where these two factors have the highest degree of correlation, which are 0.816 and 0.776. In addition, customers are more concerned about the quality of the company's products. However, the factor of products that comply with BPOM and SNI standards remains a crucial factor both during and before the pandemic.

Keywords: Customer Trust, Quality, Covid-19, GRA

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena perubahan perilaku konsumen selama pandemi Covid-19. Pelanggan dinilai lebih berhati-hati saat membeli berbagai produk. Terlihat dari pemilihan makanan dan minuman yang sehat, bersih, dan aman bagi tubuh mereka. Selain itu, dilatarbelakangi karena pentingnya kepercayaan pelanggan terhadap kualitas produk di saat persaingan industri semakin ketat dan meningkat dengan pesat. Salah satunya adalah perusahaan air minum dalam kemasan yang saat ini berjumlah sekitar 1.023 dengan total 7.780 jenis produk. Oleh karena itu, penting untuk menarik pelanggan dengan berfokus pada kepercayaan konsumen yang berkaitan dengan loyalitas pelanggan terhadap produk yang ditawarkan. Pada penelitian ini dianalisis faktor-faktor krusial yang mempengaruhi kepercayaan konsumen terhadap kualitas air minum dalam kemasan dan perbedaannya sebelum dan selama pandemi Covid-19. Metode yang digunakan dalam penelitian ini adalah grey relational analysis (GRA). Metode ini mengadopsi konsep grey theory. GRA digunakan untuk membandingkan setiap faktor dinamis secara kuantitatif. Dalam teori ini, semua faktor pengaruh dan relasinya dipertimbangkan. Metode ini juga dikenal sebagai whitening semua faktor dengan menganalisis kesamaan dan variabilitas antar faktor. Data dikumpulkan menggunakan kuesioner online pada masa pandemi Covid-19 dari tanggal 6 Desember 2021 hingga 23 Desember 2021. Terdapat 116 data yang digunakan pada penelitian. Berdasarkan temuan penelitian, faktor-faktor penting yang mempengaruhi kepercayaan pelanggan terhadap kualitas produk sebelum pandemi Covid-19 dan grade adalah produk yang mudah ditemukan di mana saja dan kapan saja (0,822), produk yang sesuai dengan standar BPOM (0,786), produk yang memenuhi SNI (0,757), perusahaan yang dikenal luas dan memiliki reputasi baik (0,757), citra produk baik (0,734), dan produk dilengkapi dengan segel pengaman (0,733). Selain itu, faktor-faktor krusial yang mempengaruhi kepercayaan konsumen terhadap kualitas produk selama pandemi Covid-19 dan grade adalah perusahaan dikenal luas memiliki reputasi baik (0,816), produk memiliki citra produk baik (0,775), produk sesuai dengan standar BPOM (0,758), produk memenuhi standar SNI (0,757), perusahaan dapat memberikan kualitas produk yang tinggi (0,744), dan produk dilengkapi dengan segel yang aman (0,743). Perbedaan antara dua faktor penting didasarkan pada kepentingan relatif dari masing-masing faktor. Perbedaan lainnya adalah di masa pandemi Covid-19, pelanggan lebih memperhatikan dan mempercayai produk yang berasal dari perusahaan ternama dan memiliki citra produk yang baik. Dimana kedua faktor tersebut memiliki tingkat korelasi yang paling tinggi yaitu 0,816 dan 0,776. Selain itu, pelanggan lebih memperhatikan kualitas produk yang diproduksi perusahaan. Namun, faktor produk yang memenuhi standar BPOM dan SNI tetap menjadi faktor krusial baik saat maupun sebelum pandemi.

Kata Kunci: Kepercayaan Pelanggan, Kualitas, Covid-19, GRA