

# The Influence of Product Quality and Service Quality on Consumer Satisfaction

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**Abstract**—The culinary industry is one of the fastest-growing sectors in Indonesia and plays a significant role in supporting the development of the creative economy. Among traditional culinary products, green banana desserts remain popular; however, the rise of modern food trends and increasing competition require traditional food businesses to innovate continuously. Mamayu Pisang Ijo is a home-based culinary enterprise that prioritizes product quality and service quality as key strategies to enhance customer satisfaction and sustain customer loyalty. This study aims to examine the influence of product quality and service quality on customer satisfaction at Mamayu Pisang Ijo. A quantitative research approach was employed using a survey method with 176 respondents selected through the Slovin formula. Data were collected through an online Likert-scale questionnaire and analyzed using SPSS, including validity and reliability tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results indicate that product quality and service quality simultaneously exert a significant effect on customer satisfaction, as shown by an F-value of 120.842, exceeding the F-table value of 2.27. The Adjusted R<sup>2</sup> value of 0.583 demonstrates that 58.3% of the variation in customer satisfaction is explained by these variables. These findings highlight the importance of enhancing product and service quality for traditional culinary businesses to remain competitive in a modern market context. **Keywords:** Consumer Satisfaction, Service Quality, Product Quality.

## I. INTRODUCTION

Consumer satisfaction is a psychological condition that arises in response to a comparison between consumer expectations before using a product or service and the actual performance or results felt after use [1]. Satisfaction arises after consumers compare the performance of a product with their expectations. If performance does not match, consumers will feel disappointed, but if it matches, they will be satisfied, and if it exceeds expectations, the level of satisfaction will be higher [2].

In the face of increasingly fierce competition, business actors are required to continue to innovate to attract and retain consumers. The culinary business not only serves to fulfill basic needs, but has become part of the lifestyle of modern society. Business actors need to design optimal service strategies to create a pleasant consumer experience and support business success amidst the increasingly competitive culinary industry [3].

Data from the Ministry of Tourism and Creative Economy (Kemenparekraf) shows that the popularity of traditional culinary arts continues to decline due to lifestyle changes, a lack of innovation, and a lack of promotion. In

fact, the growth of the culinary subsector, which was previously stable at 3-5.69%, has decreased to -3.89% [4]. Innovation and improving service standards are key to maintaining customer loyalty amidst ever-growing culinary competition.

**Table 1.** Province with the most culinary businesses in Indonesia

Province	Number of Culinary Businesses
East Java	17.65
West Java	12.18
Central Java	10.26
DKI Jakarta	6.31
Banten	3.51
North Sumatra	3.41
South Sulawesi	3.04
DI Yogyakarta	2.43

Source: [5].

The development of the tourism and culinary sectors is not only occurring in big cities, but also reaching areas with promising market potential, such as Garut Regency in West Java. Local culinary entrepreneurs are competing to present products with distinctive flavors, good service, and innovations that adapt to modern consumer preferences.





**Figure 1.** Data on the Number of Culinary Industry Classifications in Garut Regency

Source: [6].

Based on the figure above, the number of culinary industry classifications in Garut Regency reached 95.63 %, or 26,528 units. This data was obtained through the Online Risk-Based Approach Application (OSS RBA) platform. This figure is in line with the rapid growth of Micro, Small, and Medium Enterprises (MSMEs) in various provinces in Indonesia [7]. Quality products are considered to provide optimal value and satisfaction to consumers, increasing trust and competitiveness in the market [7]. Service quality is measured by the extent to which the level of service is able to meet expectations and align with consumer desires [8].

In this study, there is a *research gap* from researchers who inconsistently state that product quality has a positive and significant effect on consumer satisfaction [9]. The difference in findings is that product quality has no effect on consumer satisfaction [10].

## II. LITERATURE REVIEW

### 2.1 Consumer Satisfaction

Consumer satisfaction is a condition in which consumers feel that the product or service they receive has met their needs, desires, and expectations. This satisfaction arises as a result of consumer assessment, by comparing the performance of the product received with previous expectations, giving rise to feelings of pleasure or disappointment [11].

The feeling that arises after consumers compare the performance or results of a product with their expectations, which can be a feeling of satisfaction if it meets or exceeds expectations, or a feeling of disappointment if it does not meet

expectations. Consumer satisfaction is the result of consumers' evaluation of their experience in using a product or service [12]. Consumer expectations are formed from various sources, such as personal experience in using the product, other people's opinions, and information conveyed through advertising by the manufacturer [13].

### 2.2 Product Quality

Product quality refers to the combination of characteristics a product possesses in meeting consumer needs, both physical and non-physical. This quality encompasses various aspects, such as the product itself, services, human resources, processes, and the environment, which must meet or even exceed consumer expectations. [14]. This quality plays a role in increasing consumer satisfaction, strengthening marketing strategies, attracting consumer interest, and building a positive company image, which can ultimately encourage purchasing decisions [15].

A decline in quality can result in a loss of consumer trust, reduced interest in repeat purchases, and a decline in the achievement of company targets [16]. This quality includes aspects such as performance, reliability, durability, ease of use, appearance, aroma, taste, benefits, and design and packaging. Products with good quality will be able to provide satisfaction, build trust, increase purchasing interest, strengthen the company's image, and encourage purchasing and repeat purchase decisions.

## III. RESEARCH METHODS

Quantitative research involves the process of collecting data with the help of research tools, which are then analyzed statistically to test the truth of the formulated hypothesis. This method is used to research a specific population or sample objectively and systematically [17]. The population in this study is consumers of Mamayu Pisang Ijo. In this study, the population used was 315 people, namely the total number of visitors to Mamayu Pisang Ijo from January 2024 to March 2025. The research instrument was a questionnaire with a Likert scale.

Data collection techniques are systematic procedures for obtaining relevant information in a study. One method frequently used is a questionnaire via Google Form. Research instruments need to be tested to ensure their accuracy and consistency [18]. Data analysis was conducted using multiple linear



regression, statistical t-test, and statistical f-test using IBM SPSS version 27.

#### IV. RESULT & DISCUSSION

##### Results

Based on the research results, the type of data used in this research is quantitative data, namely data in the form of numbers and analyzed using statistical techniques. Data processing was carried out by researchers using SPSS software. The data analyzed were obtained from the results of respondents' answers to the questionnaire distributed online to Mamayu Pisang consumers .

**Table 1.** Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardize d Coefficient s <sub>t</sub>	Sig.
	B	Std. Error	Beta	
(Constant)	4,375	2,931		1,493 .137
Product quality	.537	.037	.729	14,641 .000
Quality of service	.169	.061	.137	2,757 .006

*Source: Results of IBM SPSS processing 27, 2025.*

Based on the table above, it is identified that the regression coefficient result for the product quality variable (X<sub>1</sub>) is 0.537, which means it has a positive influence on purchasing decisions. If the product quality variable (X<sub>1</sub>) increases by 1 (one) unit, assuming the value of other variables remains constant, then consumer satisfaction (Y) increases by 0.537. Furthermore , the regression coefficient value of the service quality variable (X<sub>2</sub>) is 0.169, which means it has a positive influence on purchasing satisfaction. If the product quality variable (X<sub>2</sub>) increases by 1 (one) unit, assuming the value of other variables remains constant, consumer satisfaction (Y) increases by 0.169.

**Table 2.** Summary Model of the Influence of Service Quality on Consumer Satisfaction

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.522	.519	2,647

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*Source: Results of IBM SPSS processing 27, 2025.*

The results of the analysis of the table above, The correlation coefficient (R) value of 0.722 indicates a positive relationship between service quality and consumer satisfaction. The determination coefficient (*R Square*) value of 0.522 indicates that 52.2% of the variation in consumer satisfaction can be explained by service quality , while the remaining 47.8% is influenced by other variables outside the model.

**Table 3.** Anova The Effect of Product Quality and Product Quality on Consumer Satisfaction

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2199.212	2	1099,606	120,842	.000 <sup>b</sup>
Residual	1574.220	173	9,100		
Total	8385.160	99			

*Source: Results of IBM SPSS processing 27, 2025.*

Based on the research results, there is a third hypothesis tested, namely H3: Product Quality and Service Quality have an influence on Consumer satisfaction. The Sig. value is 0.000 < 0.05 and the calculated F value is 120.842 > F<sub>table</sub> 1.974. This means that H<sub>3</sub> is accepted or it can be concluded that product quality (X<sub>1</sub>) and service quality (X<sub>2</sub>) have a simultaneous influence on consumer satisfaction (Y).

**Table 4.** Summary Model of the Relationship between Product Quality and Service Quality on Consumer Satisfaction

Model Summary <sup>b</sup>		
R Square	Adjusted R Square	Standard Error of the Estimate
.583	.578	3,017

*Source: Results of IBM SPSS processing 27, 2025.*

It is known that the R Square value is 0.583 or 58.3% which shows that there is a simultaneous influence between the product quality variables (X<sub>1</sub>) and service quality (X<sub>2</sub>) on consumer satisfaction (Y) of 58.3% and the remaining 41.7% is influenced by other variables not mentioned in this study.



## Discussion

This result is also supported by the finding that the indicator with the highest score is "the color of the product matches that shown in the promotional photo", confirming that the visual aspect is a crucial factor in shaping consumer satisfaction. especially in the digital era, where consumers tend to be attracted to food that is not only delicious but also "Instagrammable".

This is in line with the research results that have been put forward by [9] , stating that the higher the product quality, the happier consumers will be, but this research is not in line with research [10] which states that product quality has no direct and insignificant effect on consumer satisfaction. If customers feel truly satisfied, they will buy the product again and recommend others to buy the product [19] .

This finding aligns with [20] , which states that personal attention to consumers can increase consumer satisfaction. This research finding is inconsistent with [21] , which shows that service quality does not have a positive and significant effect on consumer satisfaction. In an effort to maintain competitiveness and maintain consumer satisfaction, business actors need to convey product value more clearly. Communication strategies can focus on the quality of materials, manufacturing processes, and additional services such as bonuses and attractive packaging.

These efforts will help consumers understand the value they receive, leading to satisfaction, loyalty, and a willingness to recommend the product to others [23], [24]. While the taste and service are considered good, the product's appearance and packaging remain weaknesses that need improvement. Service quality has a positive and significant impact on customer satisfaction at Mamayu Pisang Ijo. Good service creates comfort, trust, and a pleasant experience for consumers during the purchasing process. This demonstrates that consistent maintenance and improvement of product quality is a crucial strategy for building customer satisfaction and sustainably expanding the market .

## V. CONCLUSION & SUGGESTION

Based on the results of research on the analysis of the influence of product quality and service quality on consumer satisfaction in the Mamayu Pisang Ijo business, product quality such as delicious taste, attractive appearance, and the use of quality

ingredients are the main strengths that shape consumer satisfaction. Product Quality Has a Significant Influence on Consumer Satisfaction. Based on the results of the t-test, product quality has the greatest influence on consumer satisfaction of Mamayu Pisang Ijo.

Service quality has a significant impact on consumer satisfaction, although not as large as service quality. Consumers highly rate the taste, banana texture, and distinctive sauce, which distinguish Mamayu from its competitors. Product quality and service simultaneously have a significant impact on customer satisfaction . As for suggestions for future researchers, it is hoped that they can To further examine consumer satisfaction in the future, it would be beneficial for researchers to modify variables by replacing or adding them. This would provide greater variation in the related literature review.

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