The Effect of Product Differentiation and Service Quality Satisfaction on Consumer Satisfaction

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The importance of understanding the complex dynamics between product differentiation, service quality, and consumer satisfaction in the ever-evolving digital era. Service quality is associated with purchasing decisions, where consumers are more likely to be satisfied if the company provides services that meet or exceed consumer expectations. The purpose of this study is to identify and analyze consumer satisfaction from product differentiation and the quality of services that have been provided. The research method used is a quantitative descriptive study by analyzing the influence of consumer satisfaction, data collection techniques using observation and questionnaires, data analysis is carried out by testing validity, reliability and multiple linear regression. The results of data analysis show that the coefficients are interpreted that the constant value with a significance of 0.598 and the value of the dependent variable, namely Y, is 0.00. The coefficients in the variable coefficient model, in particular, help reveal the dynamics of the relationship when the influence of the independent variable on the dependent variable varies depending on time or other conditions. Therefore,Service satisfaction from product diversity also provides an optimal impact on people's lives.
Keywords: Influence of product differentiation, quality satisfaction, consumer satisfaction.

I. INTRODUCTION

Analysis of the influence of product differentiation and service quality on consumer satisfaction in the context of modern business shows that these two aspects are crucial elements in building positive relationships with consumers. Good product differentiation allows companies to offer unique value to consumers, which differentiates them from competitors. This is reinforced by research showing that diverse product variations have a significant impact on consumer satisfaction, product diversity has made a major contribution to consumer satisfaction [1] . Efforts to implement the right differentiation strategy can increase the perception of product value in the eyes of consumers.

In addition, service quality plays an important role in consumer satisfaction [2] shows that service quality has a significant influence on satisfaction. Service quality is associated with purchasing decisions, where consumers are more likely to feel satisfied if the company provides services that meet or exceed their expectations. This is in line with the statement from [3] also found that service quality and product quality together have a significant positive impact on consumer satisfaction, indicating that the two variables complement each other in achieving a high level of satisfaction.

Furthermore, [4] emphasized that good product and service quality not only contributes to satisfaction but also drives customer loyalty. Consumer satisfaction can act as a mediator between product/service quality and customer loyalty. This shows that attention to these two dimensions is very important not only for short-term satisfaction but also for retaining customers in the long term.

Based on this context, how well the company can meet customer needs and expectations, while product differentiation is closely related to how unique and attractive the product is compared to similar products on the market [5] concluded that innovation in products that is balanced with high quality service will have a positive influence on consumer loyalty and satisfaction.

Service quality and product differentiation are interrelated with consumer satisfaction in the context of food delivery applications. Based on service quality contributing to consumer loyalty, with satisfaction as a mediating variable. This is in line with the statement from [6] , showing the importance of innovation in products to improve user experience and consumer satisfaction, although this study focuses more on digital marketing strategies than directly linking product innovation to satisfaction.

Service quality plays a very important role in consumer purchasing decisions. This has direct

implications for purchasing decisions made by consumers. One study that demonstrates the relationship between service quality and purchasing decisions is research by [5] , where they found that service quality has a significant influence on purchasing decisions. This study confirms that consumer satisfaction is influenced by product quality and service quality, and that satisfaction has a direct influence on purchasing decisions.

Overall, creative product differentiation and high-quality service are interrelated elements that companies must maintain to create sustainable consumer satisfaction. By understanding and implementing a comprehensive strategy on these two factors, companies can significantly increase customer satisfaction and loyalty levels.

II. LITERATURE REVIEW
2.1 Differentiation

Product differentiation is a strategy implemented by companies to differentiate their products from competitors by providing unique advantages that are valued by consumers. Product differentiation consists of a series of actions aimed at creating goods or services that are considered different in the eyes of customers [7] . Product differentiation is related to effective marketing communications, where product uniqueness will shape consumer perceptions and provide competitive advantage [8] . In addition, product innovation and product differentiation contribute significantly to competitive advantage in certain industries, as seen in the Batik Besurek market in Bengkulu [9] . In the context of education, product differentiation can also be applied in the field of pedagogy, where this strategy improves student understanding with various learning approaches [10] .

Indicators for product differentiation consist of six main focuses. First, product uniqueness, which is the characteristics that distinguish a product from others [9] . Second, perceived quality, which relates to how consumers assess product quality based on experience or information received [11] . Third, innovation, which is the company's ability to create new products or update existing products to meet consumer needs [9] . Fourth, customer service, where a better service experience can increase customer loyalty [11] . Fifth is marketing communication, which includes how companies convey the unique value of their products to their customers [8] . Finally, price differentiation, where the right pricing strategy can attract certain consumer segments [9] . The use of these

indicators can help companies create better and more sustainable product differentiation strategies.

2.2 Quality of Service

Service quality is often defined as the ability to meet customer expectations and needs. Based on research by Badriyah and Kuswanto, service quality includes various forms of services provided to meet consumer expectations [12] . Improving service quality based on the SERVQUAL method is very important to increase customer satisfaction, so there needs to be a priority order in improving services [13] . In addition, service quality is measured through the gap between consumer expectations and perceptions of the services received [14] . Meanwhile, service quality is a complex concept that is assessed from how well the service meets customer expectations [15] .

Service quality indicators vary, but some of the main indicators that are often discussed include reliability, responsiveness, assurance, and empathy. The importance of responsiveness and accuracy in providing good service, which has a direct impact on user satisfaction [16] . Customer satisfaction can be measured through concrete indicators related to service delivery, such as timeliness and efficiency, although their research focuses more on the aspect of student satisfaction [17] . The importance of tangible dimensions in assessing service quality, where physical aspects also play an important role in shaping customer satisfaction [18] . Finally, perception and trust are also important indicators in creating customer loyalty, which in turn is influenced by service quality [19] .

2.3 Consumer satisfaction

Consumer satisfaction is a multidimensional concept defined by various aspects in academic literature. One of the definitions of consumer satisfaction is the evaluation result that appears after the consumption experience, where customers compare their expectations with the reality received. This is explained by analyzing consumer visit experiences in the context of tourism and describing satisfaction as an evaluation of results based on expectations and experiences [20] .

Satisfaction in online shopping is influenced by various determinants, including ease of process and quality of service received by consumers [21] . Good service quality has a positive effect on consumer satisfaction, which in turn contributes to customer loyalty in the business sector [22] . Meanwhile, a different type of satisfaction can be explored in the

educational context that student satisfaction in e-learning and emphasizes the importance of interaction quality in achieving satisfaction [23] .

Consumer satisfaction indicators can be measured through various dimensions that have been identified in research. Important indicators in consumer satisfaction include service quality, reliability, and customer experience, which overall support customer loyalty [24] . In addition, image and service quality are also strategic factors in determining satisfaction, especially among millennials [25] . The importance of understanding patient loyalty in hospitals and stating that satisfaction can be measured through the perceived service experience [26] . Consumer satisfaction in fitness services is greatly influenced by elements in service, including tangibility and responsiveness [6] . Integrating these definitions and indicators provides in-depth insight into how consumer satisfaction can be measured and understood in various contexts.

Service quality has a significant influence on consumer satisfaction in the transportation business, where the emphasis is more on price as a dominant variable [2] . The importance of product and service quality in achieving consumer loyalty through satisfaction as an intervening variable, although no significant influence was found for price and location factors in that context [27] . The strong influence of product differentiation, however, shows that service quality is often reduced in certain contexts. The role of brand image mediating the influence of product quality on consumer satisfaction, emphasizes the complexity of this relationship [28] , and adds a new dimension in understanding how product quality and differentiation interact in increasing consumer satisfaction.

Although there have been many studies that discuss the relationship between product and service quality, and their impact on consumer satisfaction, there is still a gap in understanding the specific interaction between the two variables in the context of contemporary marketing. An example of the implementation in analyzing the influence of product and service quality at KFC and found that both elements significantly affect consumer satisfaction [29] . However, many recent studies, the influence of price also has an impact on consumer satisfaction [30] . This raises an important question: to what extent does the interaction between service quality and product differentiation affect consumer satisfaction in various sectors? While several studies in industry backgrounds provide a different picture of these results, further research is needed to fill this gap by integrating quantitative and qualitative approaches to capture the various elements that influence consumer perceptions of services and products.

The importance of understanding the complex dynamics between product differentiation, service quality, and consumer satisfaction in the evolving digital era. With the increasing competition in various sectors, especially with the emergence of digital platforms that provide services with new speed and convenience, an in-depth analysis of how service and product quality play a role in influencing consumer experience becomes crucial. This study will provide clearer insights into the factors that contribute to consumer satisfaction and will help practitioners develop more effective strategies in improving customer satisfaction, which in turn has a direct impact on consumer loyalty and retention.

III. RESEARCH METHODS

Quantitative descriptive research method is one of the important approaches in research to provide a clear picture of the characteristics of a particular population, phenomenon, or event. This method is often used in various disciplines, including education, health, and psychology, to collect relevant data and analyze it systematically [31] . This method focuses on collecting numerical data that can be analyzed statistically to describe the characteristics or patterns in the data. In this context, researchers can use surveys, questionnaires, or other measurement tools to collect data from respondents that are represented quantitatively [32] .

According to [33] who studied the relationship between exclusive breastfeeding and stunting in toddlers with a descriptive correlational approach, using statistical analysis to present valid and accountable results. The data collection technique using a questionnaire consists of closed or open questions designed to collect numerical data from respondents. The data analysis techniques used were validity, reliability and multiple linear regression tests. Thus, quantitative descriptive provides a useful framework in various disciplines for systematically collecting and analyzing data. This method has the power to describe the reality in the field.

IV. RESULT AND DISCUSSION

The findings of this study identified that product differentiation and service quality have an influence on customer satisfaction. The realization of product diversity has a relative influence on the level of

service satisfaction provided by a company. The results of the validity test data analysis that have been carried out with a total of 30 respondents with a total of 26 questionnaires were interpreted as 1 invalid questionnaire with a significance value of >0.05. Further data analysis through a reliability analysis test can be interpreted as follows:

Table 1. Results of Reliability Test Analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.621	26

Source: IBM SPSS processing results. 27, 2024

Based on the results of data analysis using spss ibm . 27 by analyzing reliability with a cronbach's alpha value of 0.621 which can be categorized as reliable. In addition to being analyzed through reliability, it is also in identifying the influence between variables that can be analyzed through linear regression analysis tests, the interpretation of the analysis is as follows:

Table 2. Summary Model Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 [a]	.418	.398	2.157

a. Predictors: (Constant), Y

Source: IBM SPSS processing results. 27, 2024

The results of the summary model analysis are identified from the R square value of 0.418, then the standard error is 2.157. Furthermore, it is analyzed from the ANOVA results which are interpreted as follows:

Table 3. Results of ANOVA Analysis

ANOVA [a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	93,645	1	93,645	20.135	.000 [b]
Residual	130,222	28	4,651		
Total	223,867	29			

a. Dependent Variable: X

b. Predictors: (Constant), Y

Source: IBM SPSS processing results. 27, 2024

Based on the results of the ANOVA analysis test, the mean square value was interpreted as 4.651, with a significance value of 0.00. The annova analysis test plays a role in seeing the residuals of the data analysis and the results. Data analysis is carried out in interpreting the significance value of each coefficient, the results of the analysis can be identified as follows:

Table 4. Results of Coefficients Analysis

Coefficients [a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	6.158	11,545		.533	.598
Y	.900	.201	.647	4.487	.000

a. Dependent Variable: X

Source: IBM SPSS processing results. 27, 2024

Based on the results of data analysis through coefficients, it is interpreted that the constant value has a significance of 0.598 and the value of the dependent variable, namely Y, is 0.00. The coefficients in the variable coefficient model, in particular, help reveal the dynamics of the relationship when the influence of the independent variable on the dependent variable varies depending on time or other conditions. Therefore, product diversity has a significant effect on business competitiveness.

Quality product differentiation gives customers more choices and improves their experience. This is in line with research conducted by [34] [35] , which shows that product value contributes to customer satisfaction. Good service quality can trigger customer satisfaction and loyalty, which is related to the importance of maintaining quality standards [36]. High service quality, which includes aspects of reliability and the ability to provide good service, can increase customer trust and ultimately, their satisfaction [37] . Product differentiation and service quality have a mutually supportive effect in increasing customer satisfaction.

The relationship between the two is an important foundation for a company's marketing strategy to achieve long-term goals in maintaining customer loyalty and increasing their sales [38] , [39] . By improving the quality of products and services, companies can meet customer expectations, which in turn will encourage customers to return and make repeat purchases. Thus, it can be concluded that business differentiation influences the services provided by various product businesses and also determines the potential market opportunities available in business activities.

V. CONCLUSION AND SUGGESTION

Based on the results of the research that has been carried out, it can be concluded that from the results of the data analysis that has been carried out by interpreting the analysis data that has been carried out. Product differentiation is closely related to the increasing development of products in the surrounding environment as consumers as a realization of consumption, service satisfaction plays an important role in influencing the significance of consumer satisfaction in positioning as consumer behavior. Service satisfaction from product diversity also provides an optimal impact on people's lives, where each service provided by various product businesses also determines the potential market opportunities that can be obtained.

Based on the research findings, it is recommended that future studies and business practices place greater emphasis on exploring product differentiation and service satisfaction as key factors influencing consumer satisfaction. Businesses should focus on developing unique product characteristics that set them apart from competitors, especially in increasingly competitive environments. Additionally, ensuring high levels of service satisfaction is essential, as it significantly shapes consumer perceptions and behaviors. The variety of products and the quality of services offered not only influence individual consumer choices but also create broader market opportunities. Therefore, a deeper and more focused analysis on how product differentiation and service quality impact consumer satisfaction is crucial to optimize business strategies and meet the evolving needs of the market.

VI. REFERENCE

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