

**THE EFFECT OF SERVICE QUALITY ON CONSUMER SATISFACTION
AT TEH POCI PERUMNAS 1, BEKASI****Ratih Fitri Yatun¹, Sri Rahayu Puspita Sari²**

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Abstract: The purpose of this study was to determine the partial and simultaneous influence of service quality on customer satisfaction at Teh Poci Perumnas 1, Bekasi. The data used were private data, using a questionnaire distributed to 100 consumers of Teh Poci Perumnas 1, Bekasi. The sampling technique used was purposive sampling. The analytical tools used were validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, determinant test, f-test, and t-test. The results showed that the variables Reliability, Assurance, and Physical Evidence partially influenced Customer Satisfaction at Teh Poci Perumnas 1, Bekasi. Meanwhile, the variables Responsiveness and Empathy did not have a partial effect on Customer Satisfaction at Teh Poci Perumnas 1, Bekasi. The variables Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence jointly influence Customer Satisfaction at Teh Poci Perumnas 1, Bekasi.

Keywords: Service Quality, Costumer Satisfaction**INTRODUCTION**

Service quality is a key factor in determining whether a customer is satisfied. Customer satisfaction is the level of satisfaction after comparing the service or product received with their expectations. Satisfied customers will likely repurchase the product. Therefore, companies must provide the best possible service to maintain customer loyalty.

According to the research results of Sukmalengkawati and Jani [18], it shows that there is a positive and significant influence between service quality and customer satisfaction at CV Sehati Indo Dua Cabang Djoeloeng, Sholehuddin [16] shows that the results of Service Quality have a positive influence on Customer Satisfaction at Numbasmasrt in Pasuruan Regency. Meanwhile, the results of Sono's research [17] state that direct evidence (X1), reliability (X2), and assurance (X4) do not have a significant impact on the consumer satisfaction variable (Y). Meanwhile, responsiveness (X3) and empathy (X5) have a significant impact on the consumer satisfaction variable (Y). The most impactful (dominant) factor influencing consumer satisfaction is the responsiveness *aspect*.

LITERATURE REVIEW**Marketing**

Marketing is a process and management that enables individuals or groups to obtain what they need. To achieve this goal, individuals or organizations need to offer and exchange valuable products to other parties or all activities related to the delivery of products or services from producers to consumers. In addition, marketing is also an activity carried out by companies to promote their goods or services. This includes advertising, selling, and delivering goods to consumers or other companies. Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment. [21]

Quality of Service

According to Kotler and Armstrong, as quoted by Indirasari [6], service quality is all activities that support a business's ability to serve consumers or buyers to meet their needs, either directly or indirectly. Every

product or service provided to consumers always strives to be satisfactory. The five dimensions of service quality according to Tjiptono [20] are : *Tangibles* or physical evidence, *Reliability* or reliability, *Responsiveness* or responsiveness, *Assurance* or guarantee and *Empathy* or empathy.

Consumer Satisfaction

According to Irawan [7] consumer satisfaction is the result of the accumulation of consumers or customers in using products and services. Consumers are satisfied after purchasing the product, it turns out the product quality is good. Therefore, every new transaction or experience will have an impact on consumer satisfaction. Satisfied consumers are consumers who share their feelings and experiences with other consumers. According to Asti and Ayuningtyas in Krisdyar et al [10] consumer satisfaction is a consumer's overall assessment of the benefits of a product based on what they receive and what they give in response or consumer response regarding the fulfillment of needs .

RESEARCH METHODOLOGY

This study reveals the influence of reliability, responsiveness, assurance, empathy, and physical evidence partially and collectively on consumer satisfaction of Teh Poci Perumnas 1, Bekasi. The type of data used in this study is primary data by distributing questionnaires to consumers of Teh Poci Perumnas 1, Bekasi. The research instrument uses a Likert scale.

Research variables are basically anything in any form that is determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn. The variables in this study are divided into two types, namely: independent variables between Reliability (X1), Responsiveness (X2), Assurance (X3), Empathy (X4) and Physical Evidence (X5) and the dependent variable in this study is Consumer Satisfaction (Y).

The population used in this study was all consumers of Teh Poci Perumnas 1, Bekasi. Due to the unknown population size, the sample size was obtained using the Lameshow formula with a sample of 100 respondents. The sampling technique used in this study was *purposive sampling* , which is sampling based on the researcher's assessment of who is suitable to be sampled. In this study, the sample was consumers of Teh Poci Perumnas 1, Bekasi.

The data collection method used a library study through references found in handbooks, scientific literature, and other sources related to this research. Field studies were conducted by collecting data directly in the field using questionnaire data collection techniques. The data analysis techniques used in this study were Validity Test, Reliability Test, Normality Test, Multiple Linear Regression Analysis, Determination Coefficient, Partial Test, and Simultaneous Test.

RESULTS AND DISCUSSION

Validity Test

Validity test was conducted with 30 respondents first using a questionnaire of 20 statements consisting of 5 statements on each variable of Reliability (X1), Responsiveness (X2), Assurance (X3), Empathy (X4) and Physical Evidence (X5) and Consumer Satisfaction (Y). The results of the validity test of the initial 30 respondents for all statements are valid as explained in the figure below.

Table 1. Validity test results

Table 1: Validity test results			
Item	r count	r table	Information
Reliability (X1)			
X1.1	0.907	0.361	Valid
X1.2	0.885		
X1.3	0.914		
X1.4	0.866		
X1.5	0.853		
Responsiveness (X2)			
X2.1	0.852	0.361	Valid

X2.2	0.817		
X2.3	0.817		
X2.4	0.822		
X2.5	0.889		
Guarantee (X3)			
X3.1	0.927	0.361	Valid
X3.2	0.912		
X3.3	0.908		
X3.4	0.923		
X3.5	0.928		
Empathy (X4)			
X4.1	0.900	0.361	Valid
X4.2	0.791		
X4.3	0.756		
X4.4	0.815		
X4.5	0.815		
Physical Evidence (X5)			
X5.1	0.843	0.361	Valid
X5.2	0.890		
X5.3	0.897		
X5.4	0.903		
X5.5	0.922		
Consumer Satisfaction (Y)			
Y.1	0.846	0.361	Valid
Y.2	0.895		
Y.3	0.885		
Y.4	0.897		
Y.5	0.908		

Source: processed data (2026)

Table 1 Shows the results of all positive r counts and r count > r table (0.361), so the results of the validation test of the 30 statements are declared valid and can be continued for testing on 100 respondents.

Reliability Test

The results of the reliability test can be seen in table 2 below:

Table 2. Reliability test results

Variables	Cronbach's Alpha
Reliability (X1)	0.938
Responsiveness (X2)	0.930
Guarantee (X3)	0.953
Empathy (X4)	0.872
Physical Evidence (X5)	0.929
Consumer Satisfaction (Y)	0.933

Source: processed data (2026)

Based on table 2 above, it shows that the Cronbach's Alpha value is greater than 0.60 for each variable, so the statements submitted in this questionnaire are stated to be reliable.

Normality Test

The normality test is a distribution test that analyzes whether the distribution is below the normal curve or not with the criteria that if the significance is > 0.05 then the data is normally distributed and vice versa, if < 0.05 then the data is not normally distributed:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.75386900
Most Extreme Differences	Absolute	.070
	Positive	.052
	Negative	-.070
Test Statistics		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Based on table 3 above, it shows that the data is normal because the results of the Asymp. Sig. (2-tailed) normality test are 0.200, which means the value is > 0.050 . So can concluded that model regression fulfil assumptions normality.

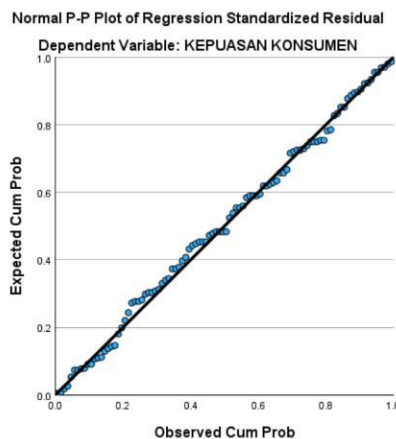


Figure 1. Normal P. Plot
Source: processed data (2026)

Based on Figure 1 above, it can be seen that the normality test on the probability plot curve shows a normal distribution. This can be seen from the distribution of data or points on the diagonal axis of the graph.

Multiple Linear Regression Test

The multiple linear regression test aims to determine the linear relationship between the independent variable and the dependent variable. In this study, the multiple linear regression test showed the following calculation results:

Table 4. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,200	2,500		2,080	0.040
	Reliability	.157	.057	.234	2,756	.007
	Responsiveness	.100	.056	.151	1,794	.076
	Guarantee	.248	.059	.357	4,177	.000

Empathy	.069	.056	.106	1,244	.217
Physical Evidence	.193	.054	.300	3,561	.001

Source: processed data (2026)

The multiple linear regression equation is obtained as follows:

$$Y = 5,200 + 0.157 X_1 + 0.100 X_2 + 0.248 X_3 + 0.069$$

Information:

X1 = Reliability

X2 = Responsiveness

X3 = Guarantee

X4 = Empathy

X5 = Physical Evidence

Y = Consumer Satisfaction

Based on Table 4 above, the following conclusions can be drawn:

1. The constant value of 5,200 means that if the variables Reliability (X1), Responsiveness (X2), Assurance (X3), Empathy (X4) and Physical Evidence (X5) are considered constant or have a value of zero, then Consumer Satisfaction (Y) has a value of 5,200.
2. The regression coefficient of the Reliability variable (X1) is 0.157, meaning that if the Reliability variable (X1) increases by 1 (one) unit, then the Consumer Satisfaction variable (Y) will experience an increase of 0.157 assuming that the other independent variables remain constant. *The Standardized Coefficient Beta is 0.234*, which means that the influence of the Reliability variable is 23.4%.
3. The regression coefficient of the Responsiveness variable (X2) is 0.100, meaning that if the promotion variable (X2) increases by 1 (one) unit, then the Consumer Satisfaction variable (Y) will experience an increase of 0.100 assuming that the other independent variables remain constant. *The Standardized Coefficient Beta is 0.151*, which means that the influence of the Responsiveness variable is 15.1%.
4. The regression coefficient of the Guarantee variable (X3) is 0.248, meaning that if the price variable (X3) increases by 1 (one) unit, then the Consumer Satisfaction variable (Y) will experience an increase of 0.248 assuming that the other independent variables remain constant. *The Standardized Coefficient Beta is 0.357*, which means that the influence of the Guarantee variable is 35.7%.
5. The regression coefficient of the Empathy variable (X4) is 0.069, meaning that if the promotion variable (X2) increases by 1 (one) unit, then the Consumer Satisfaction variable (Y) will experience an increase of 0.069 assuming that the other independent variables remain constant. *The Standardized Coefficient Beta is 0.106*, which means that the influence of the Empathy variable is 10.6%.
6. The regression coefficient of the Physical Evidence variable (X5) is 0.193, meaning that if the promotion variable (X2) increases by 1 (one) unit, then the Consumer Satisfaction variable (Y) will experience an increase of 0.193 assuming that the other independent variables remain constant. *The Standardized Coefficient Beta is 0.300*, which means the influence of the Physical Evidence variable is 30%.

Coefficient of Determination Test

The coefficient of determination test is used to determine the relationship between the independent variable and the dependent variable. The results of the coefficient of determination test are shown in the table below:

Table 5. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.311	1,800

Source: processed data (2026)

Table 5 above shows the results of the *adjusted R square value* of 0.311, which means that 31.1% of the service quality variables, namely Reliability, Responsiveness, Assurance, Empathy and Physical Evidence, have an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. While the remaining 68.9% is influenced by other variables not examined in this study.

Hypothesis Testing

The Influence of Service Quality on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi

Below are the test results from the t-test.

Table 6. T-Test Results

Model		t	Sig.
1	(Constant)	2,080	0.040
	Reliability	2,756	.007
	Responsiveness	1,794	.076
	Guarantee	4,177	.000
	Empathy	1,244	.217
	Physical	3,561	.001
	Evidence		

a. Dependent Variable: Consumer Satisfaction

Source: processed data (2026)

1. Hypothesis Test of the Influence of Reliability on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The t-value of the Reliability variable is 2.756 with a significance level of 0.007. This indicates that Reliability has an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The t-value (2.756) > t-table (1.985) and a significance value of 0.007 < 0.05, so H01 is accepted and Ha1 is rejected. Therefore, the Reliability variable has an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

2. Hypothesis Test of the Influence of Responsiveness on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

The calculated t value of the Responsiveness variable is 1.794 with a significance level of 0.076. This indicates that Responsiveness has no effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The calculated t value (1.794) < t table (1.985) and the significant value is 0.076 > 0.05 so that H02 is rejected and Ha2 is accepted, so the Responsiveness variable has no effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

3. Hypothesis Test of the Influence of Guarantee on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The t-value of the Guarantee variable is 4.177 with a significance level of 0.000. This indicates that the Guarantee has an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The t-value (4.177) > t-table (1.985) and a significance value of 0.000 < 0.05, so H03 is accepted and Ha3 is rejected. Therefore, the Guarantee variable has an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

4. Hypothesis Test of the Influence of Empathy on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The t-value of the Empathy variable is 1.244 with a significance level of 0.217. This indicates that Empathy has no effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The t-value (1.244) < t-table (1.985) and the significance value is 0.217 > 0.05, so H04 is rejected and Ha4 is accepted. Therefore, the Empathy variable has no effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

5. Hypothesis Test of the Influence of Physical Evidence on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

The calculated t value of the Physical Evidence variable is 3.561 with a significance level of 0.001. This shows that Physical Evidence has an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. The calculated t value (3.561) > t table (1.985) and a significant value of 0.001 < 0.05 so that H01 is accepted and Ha1 is rejected, so the Physical Evidence variable has an effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

The Influence of Service Quality (Reliability, Responsiveness, Assurance, Empathy, Physical Evidence Together) on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi

Below are the test results from the f test:

Table 7. F Test Results

ANOVA ^a						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	F	Sig.
1	<i>Regression</i>	141,818	1	141,818	42,963	.000 ^b
	<i>Residual</i>	323,492	98	3,301		
	<i>Total</i>	465,310	99			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Service Quality

Source: processed data (2026)

The significant value is 0.000 which indicates that the significant probability value is <0.05 , while the results obtained from the F count of 42.963 are greater than the F table of 2.31, meaning that Reliability (X1), Responsiveness (X2), Assurance (X3), Empathy (X4) and Physical Evidence (X5) have a simultaneous effect on Consumer Satisfaction (Y) .

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of research that has been conducted previously, the following conclusions can be drawn:

1. The variables of Reliability, Assurance, and Physical Evidence have a partial effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi. Meanwhile, the variables of Responsiveness and Empathy do not have a partial effect on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.
2. The variables of Reliability, Responsiveness, Assurance, Empathy and Physical Evidence have a joint influence on Consumer Satisfaction at Teh Poci Perumnas 1, Bekasi.

Suggestion

Based on the results of the analysis and conclusions obtained in this study, suggestions can be submitted for Teh Poci Perumnas 1, Bekasi so that the Responsiveness and Empathy variables can be improved to consumers , so that consumers feel more satisfied when consuming Teh Poci Perumnas 1 and it is hoped that in the future consumers can become loyal customers . Suggestions for further researchers are expected to be able to develop this research by adding other variables such as product quality, price, brand or place. with the hope of finding new findings that can be useful for the development of science, especially in the field of marketing.

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