THE IMPACT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION

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Abstract: This study investigates the influence of product quality and service quality on customer satisfaction at Istiqomah Mart. The research adopts a quantitative approach using survey methods, with 96 respondents selected through purposive sampling. Data collection was conducted using a structured questionnaire, and the analysis was performed using multiple regression analysis to determine the relationship between variables. The results indicate that both product quality and service quality have a significant positive impact on customer satisfaction. High-quality products and good service encourage customer trust and loyalty, leading to repeat purchases. However, the study also reveals a declining trend in customer satisfaction over time, as seen in the reduction of transaction frequency and unmet sales targets. This suggests that other factors beyond product and service quality may influence customer satisfaction, which were not examined in this research. Given these findings, the study suggests that future research should incorporate additional variables such as pricing strategy, promotional effectiveness, and store ambiance. Additionally, employing qualitative methods such as in-depth interviews could provide deeper insights into customer perceptions. For businesses, continuously improving product offerings and service standards is essential to maintaining customer satisfaction and strengthening market competitiveness.

Keywords: Product Quality, Service Quality, Customer Satisfaction.

INTRODUCTION

Currently, the retail business competition in Indonesia is very tight, as evidenced by the proliferation of retail stores spread across all corners of Indonesia, whether local, national, or international. Almost in every region of Indonesia, we can easily find retail stores around us, both traditional and modern retail. Indonesia is one of the countries with a high consumption rate of retail goods. Therefore, it is not surprising that both domestic and foreign retail companies are competing to invest in this sector. This situation indicates that human nature tends to be consumptive, meaning that customers constantly consume products or services in their daily lives. This behavior arises to fulfill various needs and to follow market trends.

According to Levy and Weitz (2015), there are several types of retail, divided into three main categories. The first is food retailers, which focus on food-related retail, including supermarkets, supercenters, hypermarkets, and convenience stores. The second is general merchandise retailers, which are retail stores that offer various product categories, one of which includes department stores. The third type is non-store retailers, which are retail businesses that do not operate through physical stores and focus on direct sales, such as catalog and direct mail retailers and direct selling. Several types of retail stores in Indonesia include convenience stores, supermarkets, department stores, drugstores, and more. This phenomenon poses a threat to modern retail stores that fail to innovate, whether in their products or promotional programs aimed at attracting potential buyers. With the increasing number of retail stores that are more innovative in selling their products, they can better attract consumer interest in shopping.

Dapuruma is a fresh market business unit under Masjid Al-Istiqomah in the Pondok Sukabumi Permai housing complex, Rajeg, Tangerang Regency. It sells various organic vegetables and fruits, as well as frozen food, including meat, seafood, and others. The presence of Dapuruma as a mosque business has successfully supported the mosque's operational activities. With adequate and high-quality facilities, supported by experienced and expert human resources, Dapuruma optimally meets the needs, trust, and

satisfaction of its customers. According to Umami et al. (2019), product quality refers to a product's ability to perform its intended function, including reliability, durability, ease of operation, accuracy, product excellence, and other valuable attributes. Product quality encompasses the physical condition, characteristics, and functionality of a product, whether goods or services, based on quality levels adjusted to durability, reliability, ease of use, conformity, reparability, and other components designed to meet customer satisfaction and needs.

Product quality is a key consideration for consumers. This includes product feasibility, expiration period, safety, and halal certification. However, food products such as fruits and vegetables have their own advantages, catering to consumer preferences and fulfilling nutritional needs, making them a staple purchase for many. Thus, product quality becomes one of the critical factors consumers consider before purchasing a product. To examine product quality issues at Dapuruma, the author conducted a pre-survey study involving 20 respondents, with the results presented in the following table:

Table 1. Pre-Survey of Product Quality Variables

No	Statement	Response			
		Yes	%	No	%
1	I feel that Dapuruma's products have quality and standards that match what is offered.	4	40%	16	60%
2	I feel that Dapuruma's products have a long shelf life and are suitable for food storage in the refrigerator.	3	30%	17	70%
3	Dapuruma's product selection is complete.	3	30%	17	70%
4	Dapuruma's products are not easily damaged.	2	20%	18	80%
5	Dapuruma's products are suitable for fulfilling daily nutritional needs.	4	40%	16	60%
Average		3	40%	16	60%

From Table 1. regarding the pre-survey on the product quality variable, it indicates issues related to product quality. A total of 16 respondents (60%) stated that Dapuruma's product quality and standards do not match what is offered. 17 respondents (70%) indicated that Dapuruma's products do not have a long shelf life and are unsuitable for food storage in the refrigerator. 17 respondents (70%) also stated that Dapuruma's product selection is complete. However, 18 respondents (80%) mentioned that Dapuruma's products are easily damaged. Furthermore, 16 respondents (60%) stated that Dapuruma's products are not suitable for fulfilling daily nutritional needs.

One of the efforts made by the company to maintain its product quality is the implementation of Standard Operating Procedures (SOPs) at all stages of the production process. This is done to ensure consistency in the quality of the produced goods, aligning them with market demands. However, based on empirical data collection, there are still some product standard issues that are not fully implemented by the company.

Dapuruma's products have specific quality standards for each type of product. The specifications for fruits and vegetables include being fresh, not rotten, not defective, and odor-free. The parting product specifications are adjusted to consumer requests. The boneless product specifications require that the product remains intact, while the by-product (side product) specifications state that fruits and vegetables should not be damaged. However, juices and frozen food products have no specific standards. In reality, initial observations found that some products did not meet these specifications, leading to product returns from several consumers to the producer. Service quality is closely related to customer satisfaction. Quality encourages customers to build strong relationships with the company. Improving the services offered has become an increasing focus for businesses since service quality can be used as a tool to gain a competitive advantage.

Quality is a dominant element in consumer evaluations. Kotler (2019:83) defines service quality as the consumer's assessment of the level of service received compared to the expected level of service. If the service received matches consumer expectations, then the service quality is perceived as good and satisfying.

Established customer satisfaction can encourage repeat purchases and eventually turn consumers into loyal customers. However, many consumers still express complaints about the service provided by Dapuruma. Some common consumer complaints include issues with damaged or defective products and concerns about the unfriendly attitudes of some Dapuruma employees. The following is a summary of consumer complaints regarding Dapuruma's service quality at Masjid Raya Bintaro Jaya.

Table 2. Dapuruma Customer Complaints Data

No	Complaint	2022	2023	2024
1	Fruits & vegetables in poor condition	7	10	14
2	Late delivery of customer orders	8	6	11
3	Slow response in replying to customer chats	7	4	13
4	Employees lack attentiveness in serving customers	2	9	5
5	Information from employees about products is difficult to understand	10	6	3
6	Cashiers are slow in serving customers, causing long queues	12	5	8
7	Cashiers give incorrect change to customers	8	1	6
8	Employees are slow to respond to customer complaints	1	-	3
9	Packaging standards do not match the type of purchased goods	2	1	5
10	No price tags on displayed items, causing confusion for customers	-	2	1
	Total Complaints	57	44	69

Based on the table, it can be seen that the number of customer complaints has increased each year. In 2022, there were 57 complaints, which decreased to 44 in 2023, but rose again to 69 in 2024. The most frequent complaint from customers was fruits & vegetables in poor condition, with 14 complaints recorded in 2024.

These customer complaints must be addressed by the company; otherwise, dissatisfied customers may choose not to return for future purchases. By improving product quality and service standards to align with customer satisfaction, Dapuruma can enhance customer loyalty and ensure a better shopping experience. In a competitive market, a company's ability to meet consumer needs is crucial. It is believed that the key to maintaining market presence in a competitive environment is by ensuring customer satisfaction. According to Kotler and Armstrong (2016:132), satisfaction is defined as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) with their expectations.

Dapuruma is a company that strives to maintain customer satisfaction. The company produces organic fruits and vegetables that are nutritious, rich in protein, and safe for consumption, which in turn can increase sales volume. Customer satisfaction is the level of consumer perception after receiving a product or service from a company. This perception arises because customers compare their expectations of a product or service with the actual experience. Therefore, satisfaction is subjective. The decline in customer satisfaction at Dapuruma can be observed in the following table:

Table 3. Consumer Transaction Data

Month	2021	2022	2023	2024
January	450	350	350	120
February	200	222	200	200
March	201	345	150	201

Month	2021	2022	2023	2024
April	200	243	200	200
May	200	225	234	200
June	300	355	300	212
July	215	215	224	215
August	220	178	220	220
September	250	250	250	250
October	245	245	211	245
November	335	150	150	335
December	348	245	348	348
Total Consumers	3164	3023	2837	2746

Over the past four years, there has been a decline in the number of consumers transacting at Dapuruma. In 2021, the number of consumers making transactions was recorded at 2,746. Although there was a slight increase to 3,023 in 2022, this trend reversed in 2023, with only 2,837 consumers making purchases, and further declined to 2,746 in 2024. This decline indicates issues with customer satisfaction regarding the services and products offered by Dapuruma.

In addition to the decreasing number of transactions, Dapuruma's sales performance has consistently failed to meet the set targets over the past four years. In 2021, the sales target of IDR 500 billion was only realized at IDR 362.08 billion, achieving approximately 72.42 percent of the target. The following year, despite the sales target being increased to IDR 550 billion, only IDR 398.21 billion was achieved, accounting for 72.40 percent of the target. This downward trend continued in 2023, with sales reaching only 70.89 percent of the IDR 600 billion target. By 2024, despite the target being raised to IDR 650 billion, only IDR 460.5 billion was realized, equating to 70.85 percent of the goal.

The gap between target and actual sales can be attributed to service and pricing factors that have not fully met customer expectations. Consumers tend to prefer shopping at other minimarkets that offer better service and more competitive pricing. Additionally, the unmet expectations regarding service and pricing have further contributed to the decline in consumer interest in returning to Dapuruma. This is further evidenced by the downward trend in transaction data over the 2021–2024 period.

Product quality plays a crucial role in retaining a company's existing customers. Maintaining high product standards not only ensures customer loyalty but also has the potential to attract new customers. Satisfied customers are more likely to share their positive experiences with others, such as friends and family, ultimately benefiting the business's growth.

Beyond product quality, excellent service is also a key factor in gaining a competitive edge in the market. Customer satisfaction is achieved when their experience aligns with or even exceeds their expectations. According to Kotler and Armstrong, customer satisfaction results from comparing their expectations of a product or service with the actual experience received. Therefore, companies that prioritize customer satisfaction must conduct regular evaluations of their services. By enhancing service quality and aligning products with consumer needs, Dapuruma can improve customer satisfaction and prevent further declines in transaction numbers in the future.

METHODS

This research is quantitative in nature, based on the philosophy of positivism, and is used to test hypotheses related to specific populations and samples through statistical analysis. The method applied is associative, aiming to investigate the relationship between two or more variables. The study is conducted at Al-Istiqomah in Pondok Sukabumi Permai, Rajeg, Tangerang, selected due to its ease of data collection and the focus on understanding the impact of marketing strategy development, particularly concerning product quality and service quality in satisfying customer needs. The research period spans four months, from October

2024 to January 2025, covering proposal writing, data collection, and analysis stages. The operationalization of variables involves both independent variables (Product Quality and Service Quality) and the dependent variable (Customer Satisfaction). Product quality is defined through several indicators, such as performance, reliability, durability, and serviceability, while service quality is assessed based on tangibility, empathy, responsiveness, reliability, and assurance.

The population consists of 2,746 customers who transacted at Al-Istiqomah Mart, and a sample of 96 respondents is selected using purposive sampling. Data collection includes primary data obtained through surveys and observations, and secondary data from literature and previous research. Instrument testing for validity and reliability is performed using SPSS software, with Cronbach's Alpha for reliability and correlation analysis for validity. Assumption tests such as normality, multicollinearity, autocorrelation, and heteroskedasticity are conducted to ensure the data's accuracy and reliability. Regression analysis, both simple and multiple, is used to examine the relationships between independent variables (product quality and service quality) and the dependent variable (customer satisfaction). Hypothesis testing is carried out using t-tests for individual variables and F-tests for simultaneous testing of all variables. SPSS software is employed for all statistical tests, ensuring the results' accuracy and reliability.

RESULT AND DISCUSSION
A. Respondent Characteristics

A total of 96 respondents participated in the survey regarding Istiqomah Mart, providing insights into their gender, age, occupation, educational background, and purchasing frequency. Based on the collected data, the majority of respondents were female, accounting for 53 individuals or 55%, while 43 respondents or 45% were male. In terms of age, most respondents fell within the 31 to 40-year-old range, totaling 36 individuals or 38%, followed by the 20 to 30-year-old group, comprising 31 respondents or 33%. Meanwhile, 20 respondents or 21% were under 20 years old, and only 9 respondents or 4% were over 40 years old.

Regarding occupational background, the majority of respondents worked as private-sector employees, with 37 individuals or 38% falling into this category. Another 26 respondents or 27% were entrepreneurs, while 19 respondents or 19% were students. Additionally, 11 respondents or 12% worked as civil servants, and 3 respondents or 4% belonged to the military or police force. In terms of educational background, most respondents were vocational school (SMK) graduates, making up 50 individuals or 52% of the sample. Meanwhile, 21 respondents or 22% held a diploma, while 16 respondents or 16% had completed undergraduate, master's, or doctoral degrees (S1, S2, S3). Lastly, 9 respondents or 10% had junior high school (SMP) education as their highest level of education. Regarding purchasing patterns, the data indicates that the majority of respondents had made three or more purchases, with 50 individuals or 51% falling into this category. Another 32 respondents or 34% had shopped twice, while 14 respondents or 15% had only purchased once.

Based on the survey results, it can be concluded that most Istiqomah Mart customers are in their productive age range, with a majority working in the private sector or as entrepreneurs, and having an educational background dominated by vocational school graduates. Furthermore, the purchasing patterns indicate a tendency for customer loyalty, with many respondents having made repeated transactions. This information can serve as a foundation for the company in developing more effective marketing strategies and enhancing service quality to maintain customer satisfaction.

B. Validity And Reliability Test
Table 4. Product Quality Variable Validity Test Results

No	Questionnaire	r Calculated	r Table	Description
1	The products available at Istiqomah Mart are clearly safe for consumption.	0.495	0.168	Valid
2	Whatever product is needed can be found at Istiqomah Mart.	0.662	0.168	Valid
3	Istiqomah Mart offers product variations with a range of prices to suit consumer needs.	0.664	0.168	Valid
4	Product placement at Istiqomah Mart is organized according to consumer needs.	0.693	0.168	Valid
5	The products available at Istiqomah Mart are reliable in terms of quality.	0.627	0.168	Valid

6	There are no defects in the products offered by Istiqomah Mart.	0.704	0.168	Valid
7	The products at Istiqomah Mart meet standards as they have passed BPOM testing.	0.535	0.168	Valid
8	Istiqomah Mart only sells products with a halal label.	0.647	0.168	Valid
9	The products available at Istiqomah Mart are never expired.	0.564	0.168	Valid
10	All products at Istiqomah Mart are guaranteed to be undamaged.	0.635	0.168	Valid
11	All products needed by consumers are available at Istiqomah Mart.	0.64	0.168	Valid
12	The product layout at Istiqomah Mart makes it easy for consumers to find products.	0.521	0.168	Valid
13	The variety and sizes of products available at Istiqomah Mart meet consumer expectations.	0.614	0.168	Valid
14	The wide selection of product brands at Istiqomah Mart attracts consumers to buy.	0.555	0.168	Valid
15	Istiqomah Mart maintains good product quality as promised.	0.649	0.168	Valid
16	The service at Istiqomah Mart is very friendly and fast.	0.609	0.168	Valid

Source: SPSS Version 26 Output

Table 5. Results of Validity Test of Service Quality Variables

No	Questionnaire	r Calculated	r Table	Description
1	The condition of Istiqomah Mart's space is well-organized and clean.	0.487	0.168	Valid
2	The appearance of Istiqomah Mart employees is neat.	0.553	0.168	Valid
3	Istiqomah Mart employees serve customers with friendliness and a smile.	0.54	0.168	Valid
4	Istiqomah Mart employees greet customers upon arrival.	0.689	0.168	Valid
5	Istiqomah Mart employees are responsive in explaining products that customers are unfamiliar with.	0.649	0.168	Valid
6	The checkout service at Istiqomah Mart is fast.	0.687	0.168	Valid
7	Istiqomah Mart employees provide services according to customer needs.	0.537	0.168	Valid
8	Istiqomah Mart employees are quick to assist customers.	0.575	0.168	Valid
9	Customers feel safe and comfortable while transacting at Istiqomah Mart.	0.621	0.168	Valid

No	Questionnaire	r Calculated	r Table	Description
10	Istiqomah Mart employees never forget to provide a shopping receipt to customers.	0.506	0.168	Valid

Source: SPSS Version 26 Output

Table 6. Results of Validity Test of Consumer Satisfaction Variables

No	Questionnaire	r Calculated	r Table	Description
1	I feel satisfied shopping at Istiqomah Mart.	0.583	0.168	Valid
2	The products available at Istiqomah Mart meet my expectations.	0.605	0.168	Valid
3	The performance of Istiqomah Mart employees aligns with my expectations.	0.712	0.168	Valid
4	I frequently visit Istiqomah Mart.	0.696	0.168	Valid
5	I am not interested in returning to Istiqomah Mart.	0.749	0.168	Valid
6	My needs are met whenever I revisit Istiqomah Mart.	0.698	0.168	Valid
7	I always recommend shopping at Istiqomah Mart.	0.785	0.168	Valid
8	In my opinion, the best recommendation is to shop at Istiqomah Mart.	0.641	0.168	Valid
9	Istiqomah Mart offers a variety of verified products.	0.48	0.168	Valid

Source: SPSS Version 26 Output

Based on the data in the table above, all variables in the study obtained an r calculated value greater than r table (0.168). Therefore, all questionnaire items are declared valid. Consequently, the questionnaire used is deemed suitable for processing as research data.

Table 7. Reliability Test

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Description
Product Quality (X1)	0.889	0.6	Reliable
Service Quality (X2)	0.797	0.6	Reliable
Customer Satisfaction (Y)	0.829	0.6	Reliable

Source: SPSS Version 26 Output

Based on the test results in the table above, the variables Product Quality (X1), Service Quality (X2), and Customer Satisfaction (Y) are declared reliable. This is evidenced by each variable having a Cronbach's Alpha value greater than 0.600.

C. Classic Assumption Test
1. Normality Test
Table 8. One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	96

Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.23759642
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.075
Test Statistic		.087
Asymp. Sig. (2-tailed)		.069[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Version 26 Output

Based on the test results in the table above, a significance value of 0.060 > 0.050 was obtained. Therefore, the assumption of the equation distribution in this test is normal.

## 2. Multicollinearity Test

Table 9. Multicollinearity Test Results

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-3.185	4.595		-.693	.490		
	Product Quality	.248	.075	.321	3.328	.001	.658	1.520
	Service Quality	.529	.123	.414	4.296	.000	.658	1.520
a. Dependent Variable: Consumer Satisfaction								

Source: SPSS Version 26 Output

Based on the multicollinearity test results in the table above, the tolerance value for the Product Quality variable is 0.658 and for the Service Quality variable is 0.658, both of which are less than 1. Additionally, the Variance Inflation Factor (VIF) for Product Quality is 1.520, and for Service Quality, it is 1.520, both of which are less than 10. Therefore, this regression model is declared free from multicollinearity issues.

3. Heteroscedasticity Test
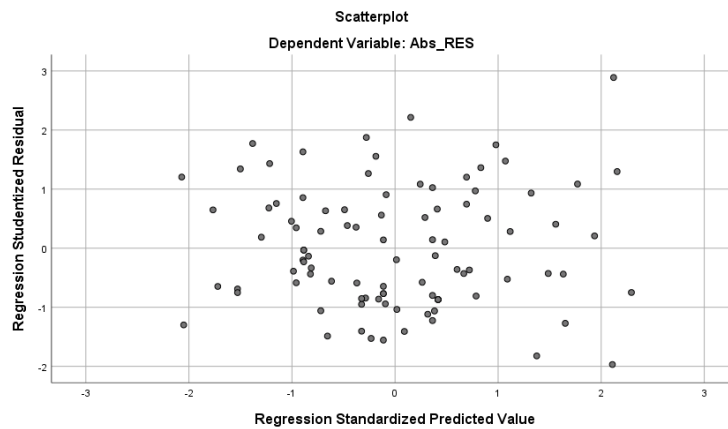
Figure 1. Heteroscedasticity Test

Based on the image results above, the points on the scatterplot graph do not exhibit a clear pattern of distribution or form any specific shape. Therefore, it can be concluded that there is no heteroscedasticity issue in the regression model, making it suitable for use as research data.

4. Autocorrelation Test

Table 10. Autocorrelation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656[a]	.431	.418	4.283	1.786
a. Predictors: (Constant), Product Quality, Service Quality					
b. Dependent Variable: Consumer Satisfaction					

Source: SPSS Version 26 Output

C. Multiple Regression Test Results

Table 11. Multiple Linear Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.185	4.595		.693	.490
	Product Quality	.248	.075	.321	3.328	.001
	Service Quality	.529	.123	.414	4.296	.000
a. Dependent Variable: Consumer Satisfaction						

Source: SPSS Version 26 Output

Based on the test results in the table, the regression equation obtained is Y = 3.185 + 0.248X1 + 0.529X2. From this equation, the following conclusions can be drawn:

a. The constant value of 3.185 means that if the product quality (X1) and service quality (X2) variables are not considered, the consumer satisfaction (Y) will be 3.185 points.

b. The product quality (X1) coefficient of 0.248 means that if the constant remains unchanged and there is no change in the service quality (X2), each unit change in product quality (X1) will lead to a change in consumer satisfaction (Y) by 0.248 points. The t-value for Product Quality is 3.328, with a significance value of 0.001, indicating that t-calculated (3.328) > t-table (1.985) and significance (0.001) < 0.05. This means that H1 is accepted. Therefore, it can be concluded that Product Quality has a significant influence on Customer Satisfaction.

c. The service quality (X2) coefficient of 0.529 means that if the constant remains unchanged and there is no change in product quality (X1), each unit change in service quality (X2) will result in a change in consumer satisfaction (Y) by 0.529 points. The t-value for Service Quality is 4.296, with a significance value of 0.000, indicating that t-calculated (4.296) > t-table (1.985) and significance (0.000) < 0.05. This means that H2 is accepted. Therefore, it can be concluded that Service Quality has a significant influence on Customer Satisfaction.

Table 12. F Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1290.022	2	645.011	35.163	.000[b]
	Residual	1705.936	93	18.343		
	Total	2995.958	95			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Product Quality, Service Quality						

Source: SPSS Version 26 Output

From the table above, it can be observed that the significance value for the influence of X1 (Product Variety) and X2 (Service Quality) is 0.000 < 0.05, and the F-calculated value (35.163) > F-table (2.700).

Therefore, it can be concluded that H3 is accepted, meaning that there is a positive and significant influence of Product Variety and Service Quality on Customer Satisfaction.

Table 13. Results of Determination Coefficient Test

				Model Summary[b]
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656[a]	.431	.418	4.283
a. Predictors: (Constant), Product Quality, Service Quality				
b. Dependent Variable: Consumer Satisfaction				

Based on the test results in the table above, the coefficient of determination is 0.431, indicating that Product Quality and Price influence the Purchase Decision variable by 43.1%. Meanwhile, the remaining 56.9% (100% - 43.1%) is influenced by other factors that were not examined in this study.

CONCLUSION

Based on the analysis and discussion presented earlier, this study concludes that product quality and service quality have a significant influence on customer satisfaction at Istiqomah Mart. Consumers tend to be more satisfied when the products offered meet high-quality standards and when the service provided aligns with their expectations. Furthermore, the combination of high-quality products and excellent service contributes to an overall increase in customer satisfaction. However, this study also indicates that other factors, beyond product quality and service, may also influence customer satisfaction, but they were not examined in this research.

This study has several limitations, one of which is the narrow scope, as it only focuses on two key variables: product quality and service quality, while other potential factors contributing to customer satisfaction have not been explored. Additionally, the sample size is relatively small, which may limit the generalizability of the findings. Therefore, for future research, it is recommended to expand the sample size and incorporate more comprehensive research methods, such as interviews or the inclusion of additional variables, to obtain more accurate and in-depth results. For businesses, it is crucial to continually enhance product quality and service standards to maintain customer satisfaction while optimizing the company's assets for more effective and sustainable profitability.

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