

## The Effects of Service Quality and Product Quality on Customer Satisfaction at FamilyMart Gold Coast PIK, North Jakarta

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**Abstract:** Modern convenience stores must provide fast service and maintain the quality and availability of ready-to-consume food and beverages to meet customer expectations. Long cashier queues during peak hours and the occasional unavailability of popular products may reduce customer satisfaction and encourage customers to choose competing stores. Although previous studies have examined service quality and product quality, evidence from a convenience-store setting in an urban mixed-use area remains limited.

**Objective:** This study aimed to analyze the partial and simultaneous effects of service quality and product quality on customer satisfaction at FamilyMart Gold Coast PIK, North Jakarta. **Method:** This quantitative explanatory study involved 180 customers aged at least 17 years who had purchased food or beverages at the store. Respondents were selected using convenience sampling. Data were collected using a 36-item, five-point Likert-scale questionnaire and analyzed using validity and reliability tests, Kolmogorov–Smirnov normality test, multicollinearity, Glejser heteroscedasticity, linearity tests, multiple linear regression, partial *t*-tests, simultaneous *F*-tests, and the coefficient of determination. **Findings:** Service quality had a positive but insignificant partial effect on customer satisfaction ( $B = 0.021$ ;  $t = 0.487$ ;  $p = 0.627$ ). Product quality had a positive and significant effect ( $B = 0.298$ ;  $\beta = 0.713$ ;  $t = 12.216$ ;  $p < 0.001$ ) and was the dominant variable. Simultaneously, service quality and product quality significantly affected customer satisfaction ( $F = 99.152$ ;  $p < 0.001$ ), explaining 52.8% of its variation. **Implications:** Store management should prioritize product freshness, taste, cleanliness, consistency, and the availability of popular products during peak hours while maintaining transaction speed and responsiveness. **Originality:** This study provides outlet-specific evidence on the relative importance of service quality and product quality among frequent customers of a convenience store located in the Gold Coast PIK urban mixed-use area.

**Keywords:** convenience store; customer satisfaction; product quality; retail management; service quality.

## INTRODUCTION

The growth of modern retail has changed the way urban communities meet their daily needs. Convenience stores now provide not only daily necessities but also ready-to-consume food and beverages that support customers' needs for speed, convenience, and practicality. Consequently, retail managers need to understand customer preferences and manage their stores strategically in order to maintain competitiveness and repeat purchases (Kasliyanto et al., 2025; Maulani et al., 2024; Parwito et al., 2025). In this context, customer satisfaction is an important outcome because satisfied customers are more likely to make repeat purchases and provide positive evaluations of a store.

Customer satisfaction is a post-purchase evaluation resulting from a comparison between customer expectations and the actual performance of products or services. Customers tend to be satisfied when the received performance meets or exceeds their expectations, while dissatisfaction may arise when the performance falls below expectations (Fatihudin & Firmansyah, 2019). Customer satisfaction in retail is influenced by multiple aspects of the purchasing experience, including product attributes, service delivery, product availability, and perceived value. Therefore, retail businesses need to ensure that their offerings are aligned with the needs and expectations of their target customers (Parwito et al., 2025).

Service quality and product quality are two important factors associated with customer satisfaction. Service quality reflects a company's ability to fulfill customer expectations through tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2016). Product quality refers to the ability of a product to perform its functions and provide benefits expected by customers (Daga, 2017). In the context of convenience stores, product quality is particularly reflected in the freshness, taste, cleanliness, safety, packaging, consistency, and availability of ready-to-consume food and beverages. Effective product-quality

management and distribution are essential for ensuring that customers receive products in appropriate condition and at the time they are needed (Kawet & Paat, 2022). Therefore, service quality and product quality should be managed in an integrated manner to create a positive overall purchase experience (Tjiptono & Chandra, 2019).

FamilyMart Gold Coast PIK, North Jakarta, is located in an area surrounded by apartments, offices, commercial areas, and residential neighborhoods. Based on the researcher's initial observations, queues at the cashier are still found during peak hours, especially during lunch breaks and after working hours. In addition, several popular food and beverage products are occasionally unavailable when demand increases. These conditions may influence customer satisfaction, particularly among customers who require fast transactions and ready-to-consume products. Previous studies have indicated that service quality and product quality are associated with customer satisfaction, although the magnitude of their effects may differ according to the research setting and customer characteristics (Ester et al., 2025; Irmawati & Noer, 2021). Therefore, this study aims to analyze the effects of service quality and product quality on customer satisfaction at FamilyMart Gold Coast PIK, North Jakarta, both partially and simultaneously. The results are expected to provide practical input for improving product availability, maintaining product quality, and enhancing service efficiency during peak hours.

## RESEARCH METHOD

This study employed a quantitative explanatory design to examine the effects of service quality and product quality on customer satisfaction at FamilyMart Gold Coast PIK, North Jakarta. The study was conducted from February to May 2026. Primary data were collected through a structured questionnaire distributed to customers who had purchased food or beverages at the store. The explanatory design was selected because it enabled the researchers to measure customer perceptions and statistically test the proposed relationships among the variables.

The population comprised all customers of FamilyMart Gold Coast PIK. Since the exact number of customers was unavailable, the population was considered unlimited. Respondents were selected using nonprobability sampling through a convenience sampling technique. The inclusion criteria were: (1) customers aged at least 17 years; (2) customers who had purchased food or beverages at FamilyMart Gold Coast PIK; and (3) customers who were willing to participate voluntarily. The sample size was determined based on the number of questionnaire indicators. The questionnaire contained 36 indicators; therefore, the minimum sample size was calculated using five respondents for each indicator, resulting in 180 respondents (Hair et al., 2021). This sample size was considered adequate for conducting multiple linear regression analysis.

Data were collected using a closed-ended questionnaire measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Before the questionnaire was distributed, the items were reviewed to ensure that they were clear, relevant, and appropriate for the context of FamilyMart Gold Coast PIK. The questionnaire was developed based on the theoretical dimensions of service quality, product quality, and customer satisfaction. Service quality was measured through tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2016). Product quality was assessed through product performance, conformity, reliability, appearance, packaging, consistency, cleanliness, freshness, and availability, which are relevant to ready-to-consume food and beverages (Daga, 2017; Tjiptono & Chandra, 2019). Customer satisfaction was measured through expectation confirmation, satisfaction with product and service performance, and repurchase intention (Fatihudin & Firmansyah, 2019).

**Table 1. Operational Definition of Variables**

| Variable                    | Dimensions/Indicators                                                                                                      | Number of Items | Reference                                |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------|
| Service quality (( $X_1$ )) | Tangibles, reliability, responsiveness, assurance, and empathy                                                             | 12              | Tjiptono (2016)                          |
| Product quality (( $X_2$ )) | Product performance, conformity, reliability, appearance, packaging, consistency, cleanliness, freshness, and availability | 18              | Daga (2017); Tjiptono and Chandra (2019) |

| Variable                    | Dimensions/Indicators                                                                                 | Number of Items | Reference                       |
|-----------------------------|-------------------------------------------------------------------------------------------------------|-----------------|---------------------------------|
| Customer satisfaction ((Y)) | Expectation confirmation, satisfaction with product and service performance, and repurchase intention | 6               | Fatihudin and Firmansyah (2019) |

The collected data were analyzed using IBM SPSS Statistics version 26. The analysis included respondent characteristics, instrument testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. Instrument validity was assessed using the Pearson Product-Moment correlation. An item was considered valid when the calculated correlation coefficient ( $(r_{count})$ ) exceeded the critical value ( $(r_{table})$ ) at a significance level of 0.05. Reliability was assessed using Cronbach's alpha. The instrument was considered reliable when the Cronbach's alpha coefficient was greater than 0.60.

Classical assumption testing was conducted before the regression analysis and included normality, multicollinearity, heteroscedasticity, and linearity tests. Normality was examined using the Kolmogorov–Smirnov test. The residuals were considered normally distributed when the significance value exceeded 0.05. Multicollinearity was assessed using tolerance and variance inflation factor (VIF) values. The absence of multicollinearity was indicated by a tolerance value greater than 0.10 and a VIF value below 10. Heteroscedasticity was tested using the Glejser test, with a significance value greater than 0.05 indicating that heteroscedasticity was not detected. Linearity was assessed using the *deviation from linearity* test. A significance value greater than 0.05 indicated that the relationship between the independent and dependent variables was linear.

Multiple linear regression analysis was used to determine the partial and simultaneous effects of service quality and product quality on customer satisfaction. The regression model was formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

where  $Y$  represents customer satisfaction;  $\alpha$  is the constant;  $\beta_1$  and  $\beta_2$  are the regression coefficients;  $X_1$  represents service quality;  $X_2$  represents product quality; and  $\varepsilon$  represents the error term.

Hypothesis testing was conducted using the partial (t)-test, simultaneous (F)-test, and coefficient of determination ( $(R^2)$ ). The partial (t)-test was used to examine the individual effect of service quality and product quality on customer satisfaction. The simultaneous (F)-test was used to determine whether service quality and product quality jointly affected customer satisfaction. The coefficient of determination ( $(R^2)$ ) was used to measure the proportion of variation in customer satisfaction explained by the independent variables. The null hypothesis was rejected when the significance value was less than 0.05. Accordingly, a significance value below 0.05 indicated a statistically significant effect, whereas a value greater than or equal to 0.05 indicated that the effect was not statistically significant.

## RESULT AND DISCUSSION

### Respondent Characteristics

A total of 180 customers of FamilyMart Gold Coast PIK participated in this study. The respondents were classified according to gender, age, occupation, and purchase frequency. The respondent profile is presented in Table 2.

Table 2. Respondent Characteristics

| Demographic category | Characteristic          | Frequency | Percentage (%) |
|----------------------|-------------------------|-----------|----------------|
| Gender               | Male                    | 106       | 58.9           |
| Gender               | Female                  | 74        | 41.1           |
| Age                  | < 17 years              | 3         | 1.7            |
| Age                  | 17–24 years             | 30        | 16.7           |
| Age                  | 24–30 years             | 75        | 41.7           |
| Age                  | 30–35 years             | 44        | 24.4           |
| Age                  | > 35 years              | 28        | 15.6           |
| Occupation           | Private-sector employee | 96        | 53.3           |
| Occupation           | Entrepreneur            | 30        | 16.6           |

| Demographic category | Characteristic      | Frequency | Percentage (%) |
|----------------------|---------------------|-----------|----------------|
| Occupation           | Student             | 26        | 14.4           |
| Occupation           | Homemaker           | 17        | 9.4            |
| Occupation           | Civil servant       | 11        | 6.1            |
| Purchase frequency   | 1–3 times per month | 29        | 16.1           |
| Purchase frequency   | 4–7 times per month | 78        | 43.3           |
| Purchase frequency   | > 7 times per month | 73        | 40.6           |

Source: Processed data using IBM SPSS Statistics version 26 (2026).

Table 2 shows that male respondents represented 58.9% of the sample. Most respondents were 24–30 years old (41.7%) and worked as private-sector employees (53.3%). In addition, 83.9% of respondents purchased products more than three times per month. This profile indicates that the study predominantly captured the perceptions of productive-age customers with relatively frequent purchase behavior.

### Instrument Validity and Reliability

The validity test was performed by comparing the calculated correlation coefficient ( $r_{\text{count}}$ ) with the critical value ( $r_{\text{table}}$ ). With 180 respondents and a 5% significance level, the  $r_{\text{table}}$  value was 0.146. All questionnaire items had  $r_{\text{count}}$  values greater than  $r_{\text{table}}$ ; therefore, all items were valid and could be used to measure the study variables.

Table 3. Validity Test Results

| Variable              | Number of items | Range of $r_{\text{count}}$ | $r_{\text{table}}$ | Decision |
|-----------------------|-----------------|-----------------------------|--------------------|----------|
| Service quality       | 12              | 0.429–0.491                 | 0.146              | Valid    |
| Product quality       | 18              | 0.461–0.519                 | 0.146              | Valid    |
| Customer satisfaction | 6               | 0.612–0.627                 | 0.146              | Valid    |

Source: Processed data using IBM SPSS Statistics version 26 (2026).

The reliability test results are presented in Table 4. All variables obtained Cronbach's alpha values above 0.60, indicating adequate internal consistency.

Table 4. Reliability Test Results

| Variable              | Cronbach's alpha | Minimum value | Decision |
|-----------------------|------------------|---------------|----------|
| Service quality       | 0.660            | 0.60          | Reliable |
| Product quality       | 0.808            | 0.60          | Reliable |
| Customer satisfaction | 0.674            | 0.60          | Reliable |

Source: Processed data using IBM SPSS Statistics version 26 (2026).

### Classical Assumption Tests

Table 5. Classical Assumption Test Results

| Test               | Indicator                          | Result | Criterion | Conclusion                     |
|--------------------|------------------------------------|--------|-----------|--------------------------------|
| Normality          | Asymp. Sig.                        | 0.200  | > 0.05    | Normally distributed residuals |
| Multicollinearity  | Tolerance for $X_1$ and $X_2$      | 0.782  | > 0.10    | No multicollinearity           |
| Multicollinearity  | VIF for $X_1$ and $X_2$            | 1.279  | < 10      | No multicollinearity           |
| Heteroscedasticity | Significance of $X_1$              | 0.916  | > 0.05    | No heteroscedasticity          |
| Heteroscedasticity | Significance of $X_2$              | 0.110  | > 0.05    | No heteroscedasticity          |
| Linearity          | Deviation from linearity: $X_1$ –Y | 0.439  | > 0.05    | Linear relationship            |
| Linearity          | Deviation from linearity: $X_2$ –Y | 0.560  | > 0.05    | Linear relationship            |

Source: Processed data using IBM SPSS Statistics version 26 (2026).

The normality test produced an Asymp. Sig. value of 0.200, indicating normally distributed residuals. The tolerance value of 0.782 and VIF value of 1.279 confirmed that multicollinearity was not detected. The Glejser test did not indicate heteroscedasticity, and the deviation-from-linearity values confirmed linear relationships. Thus, the regression model fulfilled the required classical assumptions.

### Multiple Linear Regression and Hypothesis Testing

Multiple linear regression analysis was conducted to determine the partial effects of service quality and product quality on customer satisfaction. The results are shown in Table 6.

Table 6. Multiple Linear Regression and Partial Test Results

| Variable                          | B     | Standard error | Beta  | t count | Sig.  | Decision    |
|-----------------------------------|-------|----------------|-------|---------|-------|-------------|
| Constant                          | 1.476 | 2.209          | –     | 0.668   | 0.505 | –           |
| Service quality (X <sub>1</sub> ) | 0.021 | 0.044          | 0.028 | 0.487   | 0.627 | H1 rejected |
| Product quality (X <sub>2</sub> ) | 0.298 | 0.024          | 0.713 | 12.216  | 0.000 | H2 accepted |

Source: Processed data using IBM SPSS Statistics version 26 (2026).

Based on Table 6, the regression equation is presented as follows:

$$Y = 1.476 + 0.021X_1 + 0.298X_2 + \varepsilon$$

The service-quality coefficient was positive but statistically insignificant ( $B = 0.021$ ;  $p = 0.627$ ); therefore, H1 was rejected. In contrast, product quality had a positive and statistically significant effect on customer satisfaction ( $B = 0.298$ ;  $p < 0.001$ ), so H2 was accepted. The standardized beta coefficient ( $\beta = 0.713$ ) indicates that product quality was the dominant explanatory variable.

Table 7. Simultaneous Test and Coefficient of Determination

| R     | R <sup>2</sup> | Adjusted R <sup>2</sup> | F count | F table | Sig.  | Decision    |
|-------|----------------|-------------------------|---------|---------|-------|-------------|
| 0.727 | 0.528          | 0.523                   | 99.152  | 3.05    | 0.000 | H3 accepted |

Source: Processed data using IBM SPSS Statistics version 26 (2026).

The F\_count value of 99.152 exceeded the F\_table value of 3.05, with a significance value below 0.001. Thus, service quality and product quality simultaneously had a significant effect on customer satisfaction, and H3 was accepted. The R<sup>2</sup> value of 0.528 indicates that the two independent variables explained 52.8% of the variation in customer satisfaction. The remaining 47.2% may be related to other factors, including price, promotion, store atmosphere, brand image, location, and product availability.

### Discussion

#### The Effect of Service Quality on Customer Satisfaction

Service quality did not have a statistically significant partial effect on customer satisfaction at FamilyMart Gold Coast PIK. This result suggests that customers may regard cashier accuracy, employee friendliness, store cleanliness, and responsiveness as minimum standards that should already be provided by a modern convenience store. Consequently, improvements in basic service attributes may not substantially increase satisfaction unless they are accompanied by improvements in the products that customers primarily seek.

This result differs from the general proposition that service quality contributes to satisfaction through tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2016). It also differs from Irmawati and Noer (2021), who reported the importance of service quality in shaping satisfaction in the food and beverage business. The difference may relate to the retail setting and respondent profile. Customers at FamilyMart Gold Coast PIK are largely productive-age employees and frequent buyers who may prioritize immediate access to ready-to-consume products.

The non-significant partial result does not imply that service quality is unimportant. Management should maintain cashier accuracy, employee responsiveness, cleanliness, and transaction speed, particularly during peak hours, to prevent dissatisfaction and preserve a smooth purchase experience.

#### The Effect of Product Quality on Customer Satisfaction

Product quality had a positive and significant effect on customer satisfaction and was the dominant explanatory variable. The finding indicates that customers' satisfaction is strongly related to their assessment of the freshness, taste, cleanliness, safety, appearance, packaging, consistency, and availability of ready-to-consume food and beverages.

The finding is consistent with Daga (2017), who explains that product quality reflects a product's ability to deliver the expected benefits. It also supports Tjiptono and Chandra (2019), who argue that products should

meet or exceed customer expectations. Furthermore, Ester et al. (2025) and Irmawati and Noer (2021) emphasize the importance of product quality in relation to customer satisfaction.

Because food and beverage products are the central reason for visiting a convenience store, management should prioritize standardized preparation, freshness monitoring, hygienic food handling, packaging inspection, and inventory planning. The availability of popular products should receive particular attention during lunch breaks and after working hours.

### **The Simultaneous Effect of Service Quality and Product Quality on Customer Satisfaction**

The simultaneous test confirms that service quality and product quality jointly contribute to customer satisfaction. Although product quality was more dominant, satisfaction should be understood as the result of an overall purchase experience. A high-quality product may not provide an optimal experience if it is accompanied by long queues, inaccurate transactions, or an uncomfortable store environment. Conversely, efficient service has limited value if preferred food and beverage products are unavailable or fail to meet customer expectations.

This finding supports the integrated perspective of Tjiptono and Chandra (2019), which emphasizes that service and product performance jointly shape customer satisfaction. It is also consistent with Ester et al. (2025), who highlighted the roles of service quality and product quality in supporting satisfaction and loyalty. Accordingly, FamilyMart Gold Coast PIK should prioritize product quality and availability while maintaining service efficiency during peak hours.

This study was limited to customers of one outlet and used convenience sampling; therefore, the findings should not be generalized to all FamilyMart outlets or retail formats. The model also examined only service quality and product quality. Future studies may include price, promotion, brand image, store atmosphere, location, and perceived value, and compare several retail outlets to provide a broader explanation of customer satisfaction.

### **CONCLUSION**

This study examined the effects of service quality and product quality on customer satisfaction at FamilyMart Gold Coast PIK, North Jakarta. The findings show that service quality did not have a significant partial effect on customer satisfaction. This result suggests that customers may perceive basic service attributes, such as transaction accuracy, employee responsiveness, and store cleanliness, as expected minimum standards in a modern convenience store. In contrast, product quality had a positive and significant effect and was the dominant factor associated with customer satisfaction. Therefore, the freshness, taste, cleanliness, safety, consistency, packaging, and availability of ready-to-consume food and beverages should be prioritized by store management.

Service quality and product quality jointly contributed significantly to customer satisfaction. Accordingly, FamilyMart Gold Coast PIK should maintain product quality and ensure the availability of popular products, particularly during peak hours, while continuing to improve service speed and transaction accuracy. Future studies are encouraged to include additional factors, such as price, promotion, store atmosphere, brand image, location, and perceived value, as well as to involve customers from several retail outlets to provide broader findings.

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