

The Effect of Service Quality and Product Quality on Customer Satisfaction at Pagi Sore Minang Restaurant, East Jakarta

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Article History

Received : 26 August 2026
Revised : 28 August 2026
Accepted : 21 September 2026
Published : 22 September 2026

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Cite This Article:

Putri, S. D., & Lestari, N. E. P.
(2026). The Effect of Service Quality and Product Quality on Customer Satisfaction at Pagi Sore Minang Restaurant, East Jakarta. *Jurnal Ilmiah Multidisiplin*, 5(05), 34–39.

Abstract: Customer satisfaction in restaurants depends on consistent product quality and service performance, while service delays and differences in customers' perceptions of food quality may reduce the dining experience. Previous studies were conducted in different restaurant contexts, leaving limited evidence for Minang restaurants, particularly Pagi Sore Rawamangun. Objective: This study aimed to analyze the partial and simultaneous effects of service quality and product quality on customer satisfaction at Pagi Sore Rawamangun Restaurant. Method: A quantitative associative-causal design involved 97 customers selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed using validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination tests with SPSS 25. Findings: Service quality positively affected customer satisfaction ($B=0.540$; $\beta=0.543$; $t=7.345$; $p<0.001$), as did product quality ($B=0.366$; $\beta=0.355$; $t=4.803$; $p<0.001$). Both variables simultaneously had a significant effect ($F=50.821$; $p<0.001$) and explained 52.0% of customer satisfaction variance ($R^2=0.520$). Implications: Restaurant management should prioritize responsive service while maintaining consistent food quality. Originality: This study provides context-specific evidence comparing the relative contributions of service and product quality to customer satisfaction in a Minang restaurant setting.

Keywords: Customer Satisfaction; Minang Restaurant; Product Quality; Service Quality

DOI:

<https://doi.org/10.56127/jukim.v5i05.3098>

INTRODUCTION

The development of the culinary industry has transformed restaurants from places that merely fulfill food needs into consumption spaces involving social interaction, comfort, service, and customers' perceptions of received value. Dining experiences are determined not only by the food consumed but also by customers' interactions with the restaurant environment and service process (Purnomo & Ratu, 2023). This condition increases the need for restaurant businesses to maintain product quality while delivering service that meets customer expectations. Customer satisfaction is important because it is formed through an evaluation between pre-purchase expectations and the performance of products and services received after consumption (Tjiptono, 2019). High satisfaction can encourage repeat visits, whereas experiences that fail to meet expectations can increase customers' tendency to choose alternatives (Nurhayati & Nurhalimah, 2019; Pramudhani, 2022; Wahyono, 2022). At Pagi Sore Rawamangun Restaurant, preliminary observations indicated several issues requiring attention, particularly service delays during peak hours and differences in customers' perceptions of taste consistency, portion size, and price appropriateness. These conditions indicate that restaurant reputation must be supported by the ability to maintain service and product quality consistently.

Previous studies have demonstrated that service quality and product quality are closely associated with customer satisfaction. In restaurant businesses, service quality can be represented by tangibles, reliability, responsiveness, assurance, and empathy, which collectively shape customers' perceptions of the service process (Putra & Wimba, 2021; Arifin et al., 2023). Fast, accurate, friendly, and responsive service can strengthen customers' positive experiences (Al Fatah & Hanifah, 2022). Product quality is also essential because customers directly evaluate taste, cleanliness, ingredient freshness, portion suitability, presentation, variety, and consistency (Alvian, 2021; Istiqamah et al., 2021). Ramadhan et al. (2023) reported effects of product and service quality on consumer satisfaction in a restaurant context, while Sariatn and Ekawati (2023) identified both aspects as factors associated with customer satisfaction. Sim et al. (2024) similarly found that product and service quality affected restaurant customer satisfaction. Handayani and Budiarta

(2024) emphasized the role of service quality in restaurant satisfaction, whereas Ferre et al. (2023) demonstrated relationships among product quality, service quality, satisfaction, and customer loyalty.

Although the relationships among service quality, product quality, and customer satisfaction have been widely examined, previous studies involved different business objects, customer characteristics, service concepts, and product standards; therefore, their findings cannot be directly generalized to every restaurant type. Putra and Wimba (2021) examined Pizza Hut, Sim et al. (2024) investigated KFC, Ramadhan et al. (2023) studied Aroma Malaja Restaurant, and Handayani and Budiarta (2024) focused on Barak Restaurant in Subulussalam. Ferre et al. (2023), in contrast, examined IndiHome, which differs substantially from the restaurant consumption context. This variation creates a contextual research gap concerning how service quality and product quality simultaneously shape satisfaction in a Minang restaurant with its own product and service characteristics. Research specifically examining these relationships at Pagi Sore Rawamangun remains limited. The novelty of this study therefore lies in empirically examining and comparing the relative contributions of service quality and product quality to customer satisfaction in this specific Minang restaurant context.

Based on the empirical conditions and research gap described above, this study aimed to analyze and empirically test the effects of service quality and product quality on customer satisfaction at Pagi Sore Rawamangun Restaurant, both partially and simultaneously. Specifically, the study examined the effect of service quality on customer satisfaction, the effect of product quality on customer satisfaction, and the ability of both variables together to explain variation in customer satisfaction. The findings are expected to strengthen empirical understanding of service and product quality in a Minang restaurant context and provide an evaluation basis for restaurant management in determining service and product aspects that should be maintained or improved to support sustainable customer satisfaction.

RESEARCH METHOD

This study employed a quantitative approach with an associative-causal design to analyze the effects of service quality and product quality on customer satisfaction. Service quality (X1) and product quality (X2) were treated as independent variables, while customer satisfaction (Y) was the dependent variable. The study was conducted at Pagi Sore Rawamangun Restaurant, East Jakarta, from March to May 2026. Primary data were collected through questionnaires administered to restaurant customers who met the study criteria. The population comprised all customers of Pagi Sore Rawamangun Restaurant. Because the exact population size was unknown, the sample size was determined using the Lemeshow formula, $n = Z^2p(1-p)/d^2$, with a 95% confidence level ($Z=1.96$), maximum proportion $p=0.5$, and margin of error $d=0.10$. The calculation yielded $n=96.04$, which was rounded to 97 respondents. The 10% margin of error was used for sample-size determination; because the original study did not provide further justification for this value, the findings are interpreted within the characteristics of the obtained sample rather than as full representation of all restaurant customers.

Sampling used non-probability purposive sampling. Eligible respondents were at least 17 years old, had purchased and consumed food at Pagi Sore Rawamangun Restaurant, and were willing to complete the questionnaire. These criteria ensured that respondents had direct experience with the restaurant's products and services. Because purposive rather than probability sampling was used, interpretation of the findings is limited to the characteristics of the participating respondents.

Service quality was operationalized through tangibles, reliability, responsiveness, assurance, and empathy. Product quality was measured through taste, cleanliness, freshness, presentation, portion suitability, menu variety, and consistency. Customer satisfaction was measured through expectation conformity, satisfaction with service and products, revisit intention, and willingness to recommend the restaurant. The instrument used a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Based on the reported analysis, each variable comprised 10 questionnaire items. The original manuscript did not specify the source or adaptation basis of each questionnaire item; therefore, this information should be completed by the authors based on the instrument actually used.

Data were processed using IBM SPSS Statistics version 25. Analysis included descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, partial t-tests, a simultaneous F-test, and the coefficient of determination. Item validity was assessed by comparing the calculated correlation coefficient with the critical r value, while reliability was assessed using Cronbach's Alpha with

a threshold above 0.60 (Ghozali, 2021). Classical assumption testing included normality, multicollinearity, and heteroskedasticity tests.

The multiple linear regression model was specified as $Y = a + b_1X_1 + b_2X_2 + e$, where Y represents customer satisfaction, a is the constant, b₁ and b₂ are regression coefficients, X₁ represents service quality, X₂ represents product quality, and e is the error term. The t-test assessed the partial effect of each independent variable, while the F-test assessed their simultaneous effect. Statistical significance was determined at $\alpha=0.05$. The coefficient of determination was used to estimate the proportion of customer satisfaction variance explained by service quality and product quality.

RESULT AND DISCUSSION

Respondent Characteristics

The study analyzed data from 97 customers of Pagi Sore Rawamangun Restaurant. Respondent characteristics were examined by gender, age, occupation, and visit frequency to provide context for interpreting perceptions of service quality, product quality, and customer satisfaction.

Table 1. Respondent Characteristics

Characteristic / Category	Frequency	Percentage
Gender – Female	72	74.2%
Gender – Male	25	25.8%
Age – 17–25 years	81	83.5%
Age – 26–35 years	6	6.2%
Age – 36–45 years	8	8.2%
Age – >45 years	2	2.1%
Occupation – Student	47	48.5%
Occupation – Private employee	31	32.0%
Occupation – Civil servant	6	6.2%
Occupation – Entrepreneur/other	13	13.4%
Visit frequency – Once	23	23.7%
Visit frequency – Two to three times	43	44.3%
Visit frequency – More than three times	31	32.0%

Source: Research data, processed (2026).

Table 1 shows that 74.2% of respondents were female and 83.5% were aged 17–25 years. Students constituted the largest occupational group (48.5%). Regarding visit frequency, 44.3% had visited two to three times and 32.0% more than three times; thus, 76.3% had visited more than once. Most respondents therefore had repeated experience with the restaurant. However, the strong dominance of respondents aged 17–25 years should be considered when generalizing the findings to the restaurant's broader customer population.

Validity and Reliability Tests

Instrument testing was conducted before hypothesis testing to assess whether the questionnaire items adequately measured the study constructs and produced internally consistent results. With 97 respondents, the critical r value at the 5% significance level and 95 degrees of freedom was approximately 0.199. Reliability was evaluated using Cronbach's Alpha with a minimum threshold of 0.60.

Table 2. Validity and Reliability Test Results

Variable	Items	r Range	r Critical	Cronbach's α	Conclusion
Service Quality (X ₁)	10	0.392–0.841	0.199	0.756	Valid and reliable
Product Quality (X ₂)	10	0.392–0.841	0.199	0.760	Valid and reliable
Customer Satisfaction (Y)	10	0.392–0.841	0.199	0.760	Valid and reliable

Source: Research data, processed (2026).

As shown in Table 2, all reported calculated r values ranged from 0.392 to 0.841 and exceeded the critical value of 0.199. The reported Cronbach's Alpha values were 0.756 for service quality and 0.760 for both product quality and customer satisfaction. Based on the criteria applied in this study, the instrument was considered valid and sufficiently reliable for subsequent analysis.

Classical Assumption Tests

Table 3. Classical Assumption Test Results

Test	Indicator	Result	Criterion	Conclusion
Normality (K–S)	Asymp. Sig. (2-tailed)	0.200	> 0.05	Normal residuals

Test	Indicator	Result	Criterion	Conclusion
Multicollinearity	Tolerance X1	0.935	> 0.10	No multicollinearity
Multicollinearity	VIF X1	1.070	< 10	No multicollinearity
Multicollinearity	Tolerance X2	0.935	> 0.10	No multicollinearity
Multicollinearity	VIF X2	1.070	< 10	No multicollinearity
Heteroskedasticity (Glejser)	Sig. X1	0.047	> 0.05	Heteroskedasticity indicated
Heteroskedasticity (Glejser)	Sig. X2	0.192	> 0.05	No heteroskedasticity indicated

Source: Research data, processed (2026).

Table 3 indicates that the Kolmogorov–Smirnov significance value was 0.200, supporting residual normality. Tolerance values of 0.935 and VIF values of 1.070 for both predictors indicated no multicollinearity. The Glejser test, however, produced a significance value of 0.047 for service quality, below 0.05, while product quality had a value of 0.192. Thus, heteroskedasticity remained indicated for service quality. This condition should be considered when interpreting inferential results because heteroskedasticity can affect estimated standard errors.

Multiple Linear Regression and Partial Tests

Table 4. Multiple Linear Regression and t-Test Results

Variable	B	Std. Error	Beta	t	p	Conclusion
Constant	3.274	3.208	–	1.021	0.310	Not significant
Service Quality (X1)	0.540	0.073	0.543	7.345	<0.001	Positive and significant
Product Quality (X2)	0.366	0.076	0.355	4.803	<0.001	Positive and significant

Source: Research data, processed (2026).

The estimated regression equation was $Y = 3.274 + 0.540X_1 + 0.366X_2 + e$. Holding product quality constant, a one-unit increase in service quality was associated with a 0.540-unit increase in customer satisfaction. Holding service quality constant, a one-unit increase in product quality was associated with a 0.366-unit increase in customer satisfaction. Service quality was positive and significant ($t=7.345$; $p<0.001$), and product quality was also positive and significant ($t=4.803$; $p<0.001$). The standardized Beta coefficient was higher for service quality (0.543) than for product quality (0.355), indicating a larger relative contribution of service quality within this model. This interpretation remains subject to the heteroskedasticity indication reported above.

Simultaneous Test and Coefficient of Determination

Table 5. F-Test Results

Model	Sum of Squares	df	Mean Square	F	p
Regression	3,419.617	2	1,709.808	50.821	<0.001
Residual	3,162.507	94	33.644	–	–
Total	6,582.124	96	–	–	–

Source: Research data, processed (2026).

Table 5 shows an F value of 50.821 with $p<0.001$, indicating that service quality and product quality simultaneously had a significant effect on customer satisfaction. This finding supports the view that satisfaction in the Pagi Sore Rawamangun context is associated with both the quality of the product consumed and the way the product is delivered through service.

Table 6. Coefficient of Determination

R	R Square	Explained	Other Factors
0.721	0.520	52.0%	48.0%

Source: Research data, processed (2026).

Table 6 shows $R=0.721$ and $R^2=0.520$. Thus, service quality and product quality explained 52.0% of the variance in customer satisfaction within the model, while 48.0% remained unexplained by these two predictors. The original manuscript identified price perception, location, promotion, brand image, and restaurant atmosphere as possible factors outside the model; because these variables were not empirically tested, they should be treated as directions for future research rather than as demonstrated causes.

Discussion

The findings indicate that service quality had a positive and significant effect on customer satisfaction. In substantive terms, restaurant customers evaluate not only the food they purchase but also the service process through which it is delivered. In this study, service quality covered tangibles, reliability, responsiveness, assurance, and empathy. The result is particularly relevant to the preliminary observation of service delays during peak hours, suggesting that speed, accuracy, responsiveness, and customer attention are important components of the dining experience. This finding is consistent with Ramadhan et al. (2023) and Handayani and Budiarta (2024), who reported an important role of service quality in consumer satisfaction.

Product quality also had a positive and significant effect on customer satisfaction. Product quality in this study encompassed taste, cleanliness, freshness, presentation, portion suitability, menu variety, and consistency. In a Minang restaurant context, these dimensions are central because customers directly evaluate the food as the core offering. The result is consistent with the preliminary issue of differences in customers' perceptions of taste consistency, portions, and price appropriateness. It also supports Alvian (2021) and Sim et al. (2024), who found that product quality was associated with customer satisfaction.

Simultaneously, service quality and product quality significantly affected customer satisfaction and explained 52.0% of its variance. The result indicates that customer satisfaction is shaped by both the core product and the process through which it is delivered. Good food quality may not generate optimal satisfaction when service is slow or unresponsive, while good service cannot fully compensate for inconsistent food quality. The standardized coefficients further show that service quality had a larger relative contribution than product quality within the model. Accordingly, restaurant management should improve service speed, accuracy, responsiveness, and consistency while maintaining taste, cleanliness, freshness, portion suitability, and overall product standards. Nevertheless, the heteroskedasticity indication for service quality and the age concentration of the sample should be considered when interpreting and generalizing the results.

CONCLUSION

Based on data from 97 customers of Pagi Sore Rawamangun Restaurant, service quality and product quality had positive and significant effects on customer satisfaction, both partially and simultaneously. Service quality produced $B=0.540$, standardized $\beta=0.543$, and $p<0.001$, while product quality produced $B=0.366$, standardized $\beta=0.355$, and $p<0.001$. Based on the standardized coefficients, service quality had a larger relative contribution within the model. Simultaneously, both predictors produced $F=50.821$ ($p<0.001$), and $R^2=0.520$ indicated that they explained 52.0% of customer satisfaction variance. These findings imply that customer satisfaction should be managed through integrated improvements in service responsiveness, accuracy, assurance, and customer attention while maintaining taste, cleanliness, freshness, presentation, portion suitability, and product consistency. The findings should be interpreted in light of the heteroskedasticity indication for service quality and the dominance of respondents aged 17–25 years. Future studies should involve more diverse samples and examine additional variables such as price perception, location, promotion, brand image, and restaurant atmosphere.

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