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The Effect Of Product Quality And Service Quality On Customer Satisfaction (A Case Study at Bebek Goreng Haji Slamet Pagar Alam Branch, Bandar Lampung)

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Abstract

The rapid development of the culinary industry in Bandar Lampung has intensified competition among businesses, including Bebek Goreng Haji Slamet Pagar Alam Branch. This condition requires companies to pay attention to product quality and service quality in order to create customer satisfaction, especially with the existence of customer complaints and a decline in revenue in 2025. The problem of this study is whether product quality and service quality affect customer satisfaction. This study aims to determine the effect of product quality and service quality on customer satisfaction. The method used is a quantitative approach with data collection through questionnaires distributed to 100 respondents using purposive sampling. The results show that product quality and service quality have a positive and significant effect on customer satisfaction both partially and simultaneously, with product quality as the most dominant variable. The coefficient of determination of 64.3% indicates that customer satisfaction is influenced by these variables, while the rest is influenced by other variables outside this study. Therefore, the company needs to improve product and service quality to enhance sustainable customer satisfaction.

Keywords: Product Quality, Service Quality, Customer Satisfaction, Restaurant, Bandar Lampung.

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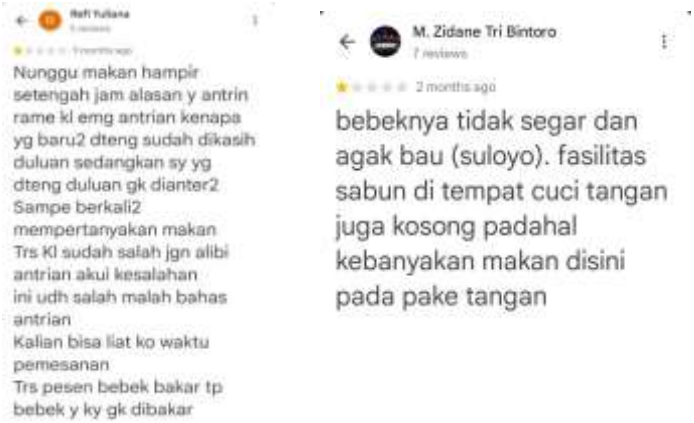
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INTRODUCTION

The development of the culinary industry in Indonesia continues to increase along with the growing number of food and beverage businesses. Based on data from the Central Statistics Agency of Bandar Lampung City in 2024, there are 1,183 restaurants and eateries spread across all sub-districts (BPS, 2024a). This condition indicates that the culinary business competition in Bandar Lampung is becoming increasingly competitive, requiring business operators to be more strategic and innovative in creating consumer satisfaction thru the quality of products and services provided (Indarto et al., 2018).

Bebek Goreng Haji Slamet is one of the restaurants that strives to maintain customer satisfaction thru product quality and service. However, the competition among fried duck restaurants in Bandar Lampung is quite high with several competitors such as Bebek Carok, Bebek Belur Pagar Alam, and Sambel Alu Sultan Agung. This research focuses on the Pagar Alam Branch because it is the first outlet in Bandar Lampung and plays an important role in shaping the brand image. Based on Google Reviews, this branch received a rating of 4.3 out of 5 with 1,765 reviews and experienced a 5.2% decrease in revenue in 2025 compared to the previous year.

Figure 1. Consumer Reviews on Bebek Goreng Haji Slamet Pagar Alam Bandar Lampung
Source: Google Review (Google Maps, January 2026)



Based on consumer reviews of Bebek Goreng Haji Slamet Branch Pagar Alam, consumer complaints generally focus on product quality and service quality. From the product quality perspective, consumers complained about the fishy smell in the duck

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dishes, indicating a lack of freshness in the ingredients or suboptimal processing. In addition, some consumers also find the taste of the food unsatisfactory, such as the average flavor and the overly oily sambal.

According to Zhong & Moon (2020), product quality reflects the ability of the product to meet consumer expectations thru aspects of taste, aroma, freshness, and food presentation. Meanwhile, from the service quality perspective, consumers complain about the cleanliness of the place, order discrepancies, slow service, and the unresponsiveness and unfriendliness of the staff. According to Parasuraman, service quality is determined by the dimensions of tangibles, reliability, responsiveness, assurance, and empathy in meeting consumer expectations (Amoako et al., 2023).

Previous research has shown inconsistent results regarding the impact of product quality and service quality on consumer satisfaction. Several studies have found that product quality and service quality positively affect customer satisfaction because they can enhance customer experience and loyalty (Mubarok et al., 2023; Zhong & Moon, 2020).

However, other studies show that these two variables do not always significantly impact customer satisfaction because they are still influenced by other factors such as price, brand image, promotion, and overall customer experience (Purwati et al., 2020; Ashiq & Hussain, 2024). Therefore, this research was conducted to analyze the influence of product quality and service quality on consumer satisfaction at Bebek Goreng Haji Slamet Pagar Alam Branch.

LITERATURE REVIEW

Marketing

Marketing is a social, managerial, and business system process that involves planning, creating, offering, communicating, distributing, and exchanging products or services that are valuable to meet the needs, desires, and satisfaction of consumers and provide benefits to the wider community (Kotler & Amstrong, 2024).

Consumer Behavior

Consumer behavior is the study of how individuals or groups choose, use, and dispose of products or services to meet their needs, and can demonstrate loyalty and attachment to certain brands (Solomon et al., 2022). According to Philip Kotler and Gary Armstrong (2024), consumer behavior is influenced by 1) cultural factors, 2) social factors, 3) personal factors, 4) psychological factors.

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Product Quality

Product quality is the ability of a product or service to meet consumer needs and expectations thru its performance, features, and consistency, thereby enhancing customer value and satisfaction (Philip Kotler & Gary Armstrong, 2024; Harjadi & Arraniri, 2021). Product quality becomes an important element in marketing strategy because it affects the product's position in the market, perceived value, and customer satisfaction levels.

Quality of Service

Service quality is the consumer's assessment of the alignment between the expected service and the received service. Service is considered of high quality if it can meet or exceed consumer expectations, whereas service that does not meet expectations will be deemed less satisfactory (A. Parasuraman et al., 1985). Service quality is dynamic because it encompasses products, services, human resources, processes, and environments that are interconnected in meeting consumer needs (Soetiyani & Maida, 2022). The indicators of service quality in this study refer to Amoako et al. (2023), who adopted the SERVQUAL model from A. Parasuraman et al. (1985), namely physical evidence, reliability, responsiveness, assurance, and empathy.

Customer Satisfaction

According to Kotler & Armstrong (2024), consumer satisfaction is determined by the comparison between the perceived performance of the product and consumer expectations. If performance meets or exceeds expectations, consumers will be satisfied to very satisfied. High satisfaction ultimately improves the company's performance.

METHODOLOGY

This research uses a quantitative approach, with the population consisting of all consumers who have ever purchased products at Bebek Goreng Haji Slamet branch in Pagar Alam, Bandar Lampung. This research uses a non-probability sampling technique with a purposive sampling method, which is a sample determination method based on specific considerations set by the researcher, with a sample size of 100 respondents.

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DISCUSSION

Validity Test

Table 1. Recapitulation of Validity Test Results

Variable	Item	KMO	Anti Image	Factor Loading	Explanation
Product Quality (X1)	X1.1	0,794	0,780	0,846	Valid
	X1.2		0,786	0,825	Valid
	X1.3		0,803	0,822	Valid
	X1.4		0,809	0,807	Valid
Quality of Service (X2)	X2.1	0,903	0,912	0,771	Valid
	X2.2		0,890	0,736	Valid
	X2.3		0,898	0,614	Valid
	X2.4		0,852	0,711	Valid
	X2.5		0,892	0,828	Valid
	X2.6		0,911	0,744	Valid
	X2.7		0,890	0,662	Valid
	X2.8		0,917	0,818	Valid
	X2.9		0,901	0,584	Valid
	X2.10		0,867	0,784	Valid
	X2.11		0,951	0,831	Valid
	X2.12		0,931	0,774	Valid
	X2.13		0,883	0,730	Valid
Customer Satisfaction (Y)	Y1	0,716	0,710	0,858	Valid
	Y2		0,708	0,857	Valid
	Y3		0,731	0,844	Valid

Data Source: Processed by Researcher 2026

The validity test is conducted to evaluate the ability of the indicators to reflect the latent construct. The analysis results show that all indicators have an outer loading value > 0.60, thus meeting the criteria for convergent validity. Additionally, the Average Variance Extracted (AVE) value for each construct is above 0.50, confirming that the latent variables adequately explain the variance of the indicators. Thus, all constructs are declared valid and suitable for use in structural model analysis.

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Reliability test

Table 2. Reliability Test Results

Variable	Item	Cronbach Alpha	Explanation
Product Quality (X1)	X1.1	0,843	Reliable
	X1.2		Reliable
	X1.3		Reliable
	X1.4		Reliable
Quality of Service(X2)	X2.1	0,921	Reliable
	X2.2		Reliable
	X2.3		Reliable
	X2.4		Reliable
	X2.5		Reliable
	X2.6		Reliable
	X2.7		Reliable
	X2.8		Reliable
	X2.9		Reliable
	X2.10		Reliable
	X2.11		Reliable
	X2.12		Reliable
	X2.13		Reliable
Customer Satisfaction (Y)	Y1	0,812	Reliable
	Y2		Reliable
	Y3		Reliable

Data Source: Processed by Researcher 2026

The test results show that the product quality variable (X1), service quality, and consumer satisfaction (Y) have a Cronbach's Alpha value > 0.60, so all research instruments are declared reliable and suitable for use in the research.

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Multiple Linear Regression Results

Table 3. Results of Multiple Linear Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,565	0,948		0,595	0,553
	Product Quality (X1)	0,368	0,063	0,477	5,839	0,000
	Quality of Service (X2)	0,109	0,022	0,400	4,903	0,000
a. Dependent Variable: Y						

Data Source: Processed by Researcher 2026

Based on Table 3, the multiple linear regression equation used is as follows:

$$Y = 0.565 + 0.477X1 + 0.400X2$$

A = Constant
X1 = Product Quality
X2 = Quality of Service
Y = Customer Satisfaction

The dependent variable in this study is consumer satisfaction (Y), while the independent variables are product quality (X1) and service quality (X2). The regression results show a constant value of 0.565.

Hypothesis Testing

Table 4. T-test Results

Hypothesis	t Count	Significance	Explanation
H1: Product quality affects consumer satisfaction.	5,839	0,000	Hypothesis accepted
H2: Product quality affects consumer satisfaction.	4,903	0,000	Hypothesis accepted

Data Source: Processed by Researcher 2026

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1. **The Influence of Product Quantity on Consumer Satisfaction**

Based on the t-test results, product quality has a positive and significant effect on consumer satisfaction with a t-value > t-table (5.839 > 1.660), thus the hypothesis is accepted. The regression results show that product quality has an influence of 0.477, which means that every 1 unit increase in product quality will increase consumer satisfaction by 0.477 units. The product quality variable received an average frequency distribution of 4.25 in the very good category. The highest statement is on the suitability of food portions, while the lowest value is on the aroma of the food, indicating that there are still complaints about the fishy smell and the freshness of the duck. This indicates that product quality, such as taste, aroma, freshness, and appearance of the food, plays an important role in enhancing customer satisfaction at the Haji Slamet Fried Duck Branch in Pagar Alam. The results of this study are in line with the research by Zhong & Moon (2020) and Mubarok et al. (2023), which state that product quality significantly affects customer satisfaction.

2. **The Influence of Service Quality on Consumer Satisfaction**

Based on the t-test results, service quality has a positive and significant effect on customer satisfaction with a t-value > t-table (4.903 > 1.660), thus the hypothesis is accepted. Hasil regresi menunjukkan bahwa kualitas pelayanan memiliki pengaruh sebesar 0,400, yang berarti setiap peningkatan kualitas pelayanan sebesar 1 unit akan meningkatkan kepuasan pelanggan sebesar 0,400 unit. The service quality variable received an average frequency distribution of 4.23 in the very good category. The highest statement is on the ease of access to the location, while the lowest score is on the restaurant's ability to handle order and service issues. This indicates that there are still complaints regarding order discrepancies, long wait times, and unreliable service. Hasil penelitian ini menunjukkan bahwa kualitas layanan seperti keramahan, responsivitas, akurasi layanan, dan penanganan keluhan dapat meningkatkan kepuasan pelanggan di Cabang Bebek Goreng Haji Slamet Pagar Alam. These findings are in line with the research of Mubarok et al. (2023) and Nst et al. (2024), which state that service quality significantly affects customer satisfaction.

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Simultaneous Significance Test (F Test)

Table 5. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	272,800	2	136,400	87,505	0,000[b]
Residual	151,200	97	1,559		
Total	424,000	99			

a. Dependent Variable: Customer Satisfaction (Y)
b. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

Data Source: Processed by Researcher 2026

Based on the F-test results, an F value of 87.505 was obtained with a significance value of 0.000 < 0.05, thus H_0 is rejected and H_a is accepted. This indicates that the quality of the product and the quality of service simultaneously have a significant effect on customer satisfaction at Bebek Goreng Haji Slamet Pagar Alam Branch. This means that both variables together are capable of increasing the level of customer satisfaction.

Coefficient of determination

Table 6. Determination Analysis Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,802[a]	0,643	0,636	1,24850

a. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

Data Source: Processed by Researcher 2026

Based on the results of the coefficient of determination (R^2) test, an R Square value of 0.643 was obtained, indicating that product quality and service quality influence consumer satisfaction by 64.3%. This means that these two variables have a significant contribution to influencing consumer satisfaction at the Bebek Goreng Haji Slamet Pagar

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Alam Branch, while the remaining 35.7% is influenced by other factors outside the study, such as price, promotion, and other factors.

CONCLUSION

Based on the research results, it can be concluded that product quality and service quality have a positive and significant impact on customer satisfaction at Bebek Goreng Haji Slamet Pagar Alam Branch. Good product quality, such as a pleasant aroma, delicious taste, fresh ingredients, and an attractive presentation, can enhance customer satisfaction because it provides a consumption experience that meets customer expectations. In addition, the quality of service that is quick, friendly, responsive, and supported by clean and comfortable facilities has also been proven to increase customer satisfaction. Therefore, the restaurant is advised to consistently maintain product quality thru the use of fresh ingredients, hygienic processing methods, and ensuring the stability of food flavors. Restaurants also need to improve service quality thru employe training, increasing the speed and accuracy of service, and maintaining facility cleanliness to ensure consumer comfort. In addition, future researchers are advised to include other variables such as price, brand image, and restaurant ambiance to obtain more comprehensive research results regarding the factors that influence consumer satisfaction.

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