



RESEARCH ARTICLE

Influence Service Quality and Product Quality Towards Customer Satisfaction Through Purchasing Decisions At Kajan Bento Restaurant In Karawang Regency, West Java Province

Chella Aprianti ^{1*} | Ismail Razak ² | Dewi Rejeki ³

^{1*,2} Master of Management Study Program, Faculty of Economics, Universitas Krisnadwipayana. Bekasi City, West Java Province, Indonesia.

Correspondence

^{1*} Master of Management Study Program, Faculty of Economics, Universitas Krisnadwipayana. Bekasi City, West Java Province, Indonesia.
Email. veronicaulina@gmail.com

Funding information

Universitas Krisnadwipayana.

Abstract

This study aims to analyze the effect of service quality and product quality on satisfaction through customer purchasing decisions at Kajan Bento Restaurant, Karawang Regency. The respondents of this study were customers of Kajan Bento Restaurant in Karawang Regency, West Java Province. The data analysis techniques used were descriptive analysis and path analysis. The results of the study indicate that service quality and product quality have a positive and significant effect on the purchasing decisions of customers at Kajan Bento Restaurant in Karawang Regency, West Java Province. Service quality and product quality have a positive and significant effect on customer satisfaction at Kajan Bento Restaurant in Karawang Regency, West Java Province. Customer satisfaction has a positive and significant effect on the purchasing decisions of customers at Kajan Bento Restaurant in Karawang Regency, West Java Province. service quality and product quality have a positive and significant effect on customer satisfaction through the purchasing decisions of Kajan Bento Restaurant customers in Karawang Regency, West Java Province.

Keywords

Service Quality; Product Quality; Purchasing Decisions; Customer Satisfaction; Path Analysis.

1 | INTRODUCTION

The culinary industry in Indonesia has been growing rapidly, driven by increasing demand for convenient ready-to-serve food that still maintains high standards of taste and quality. As modern lifestyles become more fast-paced, people are seeking quick meal options that do not sacrifice flavor. However, while convenience is key, consumers continue to prioritize food that is both delicious and of good quality. Restaurants and food outlets are now under pressure to offer more than just great food. They need to provide fast service, a welcoming atmosphere, and an overall enjoyable dining experience. These factors have reshaped the food scene, with new types of dining establishments emerging to meet the needs of busy customers. The combination of efficiency, taste, and a comfortable dining environment is setting new standards for the food industry, influencing its growth and development in the years to come.

According to data from the Central Statistics Agency (BPS, 2023), the food and beverage sub-sector contributes 6.67% to the Gross Domestic Product (GDP), making it one of the largest contributors to the growth of the non-oil and gas sector in Indonesia. This significant contribution is driven by several factors, including the rising consumer interest in exploring new culinary options. People are becoming increasingly curious about diverse food varieties, ranging from traditional dishes that highlight local flavors to healthier food options and fast-served meals with modern concepts. The dynamic growth of this sector is closely linked to the changing preferences of Indonesian consumers, who are eager to try innovative food products while still valuing the authenticity and nutritional value of what they consume. Additionally, the rapid pace of urbanization and a more fast-paced lifestyle have also played a role in increasing the demand for quick, convenient, and high-quality food. As the market for food and beverages continues to evolve, the sector remains a key driver of Indonesia's economic growth, particularly within the non-oil and gas industries (Safarudin Baihaky, Ahmad Nizar Yogatama, 2022).

Indonesia has demonstrated relatively stable economic growth, primarily driven by strong domestic demand. In the first quarter of 2024, the economy grew by approximately 5.0%, with household consumption, especially in the food sector, emerging as the main driver of this growth. As reported by Reuters, this reflects the increasing purchasing power of consumers who continue to prioritize food-related spending despite broader economic challenges. The food service sector, which includes restaurants, cafes, and food outlets, plays a significant role in Indonesia's economic landscape. In 2023, the food service sector contributed a substantial portion to the national economy, reaching around IDR 607.8 trillion. This sector is projected to continue its rapid growth, with a compound annual growth rate (CAGR) of 10.7% expected through 2028. This growth is fueled by factors such as urbanization, changing lifestyles, and the increasing popularity of dining out or ordering food for convenience. As consumer preferences evolve and the demand for more diverse food options rises, the food service sector will remain a key contributor to Indonesia's economic development in the coming years.

The online food delivery segment is experiencing rapid growth, becoming one of the most dynamic sectors in the food service industry. In 2024, the transaction value in this segment is estimated to reach USD 20.59 billion, with a projected compound annual growth rate (CAGR) of 15.76% until 2028, according to Statista. This growth reflects the increasing preference of consumers for the convenience of ordering food online, particularly among younger generations. A survey titled "Consumer Behavior in Online Food Delivery" by JakPat (March 2025) revealed that nearly half of the respondents, especially from Generation Z, prefer ordering light meals such as Martabak, Seblak, and Cilok through online platforms. These dishes have become popular due to their affordability, accessibility, and the ease of getting them delivered directly to one's doorstep. The average expenditure on an afternoon meal is approximately IDR 62,356. Among the various online platforms, GoFood remains the most favored, with 38% of respondents choosing it, followed by ShopeeFood at 29% and GrabFood at 27%. This data underscores the growing importance of convenience and accessibility in the food delivery service, as consumers increasingly prioritize fast and easy meal options.

In 2024, the Indonesian culinary scene continues to grow, driven by increasing awareness of health among consumers. As people become more mindful of their dietary choices, there is a noticeable rise in the demand for healthy, organic food. Ready-to-serve meals, such as bento, are gaining traction, especially in larger cities. This shift in consumer preferences reflects the changing lifestyles where convenience and health are prioritized. The rapid digital transformation is also playing a key role in this growth. Innovations such as food ordering apps, digital payments, and online delivery services are enhancing the efficiency of the food sector. These digital solutions make it easier for consumers to access healthy meals and have them delivered quickly. Additionally, the growth of these services is helping food businesses expand their reach, tapping into new markets across Indonesia. Verified Market Research shows that digitalization is crucial for the ongoing success and expansion of the food industry, enabling more accessible and convenient meal options for the public.

The growth of the culinary industry in Indonesia is accompanied by increasingly tight competition, not only between large businesses with extensive networks but also among micro, small, and medium enterprises (MSMEs) that offer unique products and services. As the industry expands, businesses must find ways to stand out in an overcrowded market. The digital era has made competition even more dynamic, as consumers now have easy access to a vast array of information. With the power to research, read reviews, and compare products before making a purchase decision,

consumers are more informed than ever. Online platforms such as Google Reviews, Zomato, TikTok, and Instagram have become essential tools for consumers to share their experiences and provide feedback on the quality of products and services. This shift towards digital platforms has not only increased consumer engagement but also influenced business strategies. Companies must now focus on managing their online presence effectively to build trust and attract customers in this highly competitive landscape.

The buying decision marks the final stage in the consumer's decision-making process before making a transaction. This decision is heavily influenced by the overall experience the consumer has, especially from the service and products offered. When a consumer has a positive experience during this stage, it often leads to increased customer satisfaction, which can directly affect customer loyalty. In today's competitive environment, both service quality and product quality are critical factors that shape consumer purchasing decisions. These two elements play a pivotal role in determining whether a customer will complete a purchase and whether they will return for future transactions. In fact, businesses that consistently deliver high-quality products and excellent customer service have a greater chance of achieving long-term success. According to Kotler & Keller (2016), the success of a business largely depends on its ability to create value for customers by combining superior product quality with satisfactory service. A seamless integration of both can result in stronger customer relationships and greater satisfaction, ultimately fostering brand loyalty and repeat business.

Customer satisfaction is a key indicator of how well a product or service meets the expectations of the consumer. A survey conducted by JakPat found that a lunch priced at Rp 62,356 was considered reasonable by consumers, as long as the quality was in line with their expectations. While this price point is affordable, it's clear that consumers remain selective, carefully considering both the menu options and the price. This indicates that, even in a price-sensitive market, the quality of both the product and service plays a crucial role in the final evaluation by customers. When consumers feel that the price is justified by the quality of the food and service, they are more likely to be satisfied. As noted by Rabah & Ardiansyah (2023), businesses that succeed in delivering quality products and excellent service are better positioned to meet customer expectations, thereby fostering positive experiences and increasing customer loyalty.

In the study conducted by Ramadhan (2024), it was found that both service quality and product quality play significant roles in influencing purchase decisions and customer satisfaction, both directly and indirectly. The relationship between these two factors is complex, with each contributing to the overall experience a customer has. While brand image and product quality are well-known variables that impact trust and purchasing decisions, there are numerous other factors that can also affect these outcomes. Given the importance of these variables, it becomes crucial to investigate how service quality and product quality influence purchase decisions, particularly in the context of Kajan Bento customers. Understanding the connection between these elements can provide valuable insights for businesses seeking to improve customer experiences and satisfaction. Research on this topic can help businesses refine their strategies to better meet customer expectations and increase overall satisfaction, which ultimately leads to greater customer loyalty.

2 | BACKGROUND THEORY

Customer Satisfaction

Customer satisfaction is one of the most important goals for any business, as it directly influences both short-term success and long-term growth. When customers are satisfied with the products or services provided, they are more likely to return for repeat purchases, which strengthens the relationship between the company and its customer base. This relationship creates a solid foundation for customer loyalty, which is crucial for sustained business success. Moreover, satisfied customers are more likely to share their positive experiences with others, generating valuable word-of-mouth recommendations. These recommendations can help attract new customers and enhance the company's reputation in the market. By consistently meeting or exceeding customer expectations, businesses can build a loyal customer base, improve retention rates, and increase profitability. As highlighted by Pramono et al. (2023), customer satisfaction is essential for maintaining a competitive edge and ensuring long-term success in the marketplace.

Quality of Service

Service quality is a measure of the extent to which a service provided meets consumer expectations. Consumers are the ones who judge whether a product is of good quality or not. Through service quality, entrepreneurs can evaluate the quality of the service or products they offer. Service quality is also one of the main factors in achieving success. With quality products and good service, the company can compete effectively, which, of course, impacts consumer trust. Trust is the feeling of confidence a person has in a partner in a relationship. This trust builds over time, until both parties trust each other. Once trust has been established between a customer and a company, maintaining it becomes easier. (Safarudin Baihaky, Ahmad Nizar Yogatama, 2022) Tjiptono (2014) stated that "service quality is the level of expected excellence and control over that level of excellence to meet consumer desires." This is a crucial element in achieving a competitive advantage. Companies must meet consumer needs to achieve the desired service quality, which directly influences

consumers' evaluations of the balance between what they receive and what they give.

Quality Product

As stated by Kotler and Armstrong, written by Liharman Saragih et al. (2023), a product is defined as everything that can be offered to the market to satisfy a need, purchased, utilized, or consumed, thus forming desires or needs. From a conceptual perspective, a product is a producer's subjective interpretation of something that can be offered to meet consumer needs and organizational goals. (Oscar et al., 2020) According to Stanton (1996:222), a product is defined as a combination of tangible and intangible attributes, including packaging, color, price, quality, brand, sales service, reputation, provisions, convenience of operation, repair services, and other valuable attributes. A conceptual definition of a product describes it as a producer's subjective interpretation of "something" that can be provided to achieve organizational goals by satisfying consumer needs and desires, in line with the organization's capabilities and customer purchasing power. (Tjiptono & Diana, 2019) A product is anything a producer offers to consumers to satisfy their needs and wants, and it can be either tangible or intangible. In a marketing context, a product must have added value that differentiates it from competitors. (Tjiptono & Diana, 2019) According to Keller (2016), product quality is the overall features and characteristics of a product or service that meet consumer needs. (Kotler et al., 2016) In general, the population refers to a part of a generalized area, consisting of objects/subjects with certain qualities and characteristics. Sugiyono (2009:115) defines it as all data concerning us within a scope and time frame we determine. The population in this study refers to all Kajan Bento customers in Karawang Regency who made purchases during the study period.

3 | METHOD

This study used a non-probability sampling method with purposive sampling. This approach allows for the selection of respondents who meet specific criteria, ensuring that the sample consists of individuals with the characteristics necessary to address the research questions. The sample size was determined based on recommendations from Hair et al. (2019), who suggest a minimum of 100-200 respondents for valid data analysis. This ensures the sample is large enough to produce reliable results while remaining manageable. To calculate the minimum sample size, the number of indicators in the study was taken into account. According to Hair et al. (2010), the sample size should be 5-10 times the number of indicators used. With 22 indicators in this study, the minimum sample size required was 110 respondents (22 x 5). This ensures the sample is representative, and the findings are statistically robust. The use of purposive sampling and the calculated sample size both help guarantee that the results will be reliable and accurate.

4 | RESULTS AND DISCUSSION

4.1 Results

Path analysis is a statistical method used to analyze the relationships between variables in a causal model. It allows researchers to examine direct and indirect effects between variables, providing insights into how different factors influence each other. In this study, path analysis was used to test the proposed hypotheses and understand the causal relationships between the variables. The results of the hypothesis tests were obtained through path analysis, which helps to determine whether the proposed relationships in the model hold true. Each hypothesis was tested by evaluating the path coefficients, which represent the strength and direction of the relationships between variables. The significance of these coefficients was assessed using statistical measures such as p-values and t-values. A p-value less than 0.05 was considered statistically significant, indicating that the relationships proposed in the hypotheses were supported by the data. The results of these tests provide a clearer understanding of the dynamics between the variables in the model.

Table 1. Hypothesis Test Results

No	Hypothesis	Exogenous Variables	Mediating Variables	Endogenous Variables	Direct Regression Coefficient	Indirect Regression Coefficient	Total Regression Coefficient
1	H1	Quality of Service	of Buying Decision	-	0.569	-	0.569
	H2	Quality of Service	of -	Customer Satisfaction	0.231	-	0.231
	H3	-	Buying Decision	Customer Satisfaction	0.479	-	0.479

H4	Quality of Service	of	Buying Decision	Customer Satisfaction	0.569	$0.569 \times 0.479 = 0.279$	$0.231 + 0.279 = 0.510$
2	H1	Product Quality	Buying Decision	-	0.342	-	0.342
	H2	Product Quality	-	Customer Satisfaction	0.144	-	0.144
	H3	-	Buying Decision	Customer Satisfaction	0.479	-	0.479
	H4	Product Quality	Buying Decision	Customer Satisfaction	0.342	$0.342 \times 0.479 = 0.163$	$0.144 + 0.163 = 0.307$

Source: Analyzed data, 2025

Based on the total influence of service quality on customer satisfaction through purchasing decisions (0.510) is greater than the total influence of product quality on customer satisfaction through purchasing decisions (0.307). The influence of service quality on customer satisfaction through purchasing decisions (0.279) is greater than the direct influence of service quality on customer satisfaction (0.231). Thus, the best path is service quality on customer satisfaction through purchasing decisions.

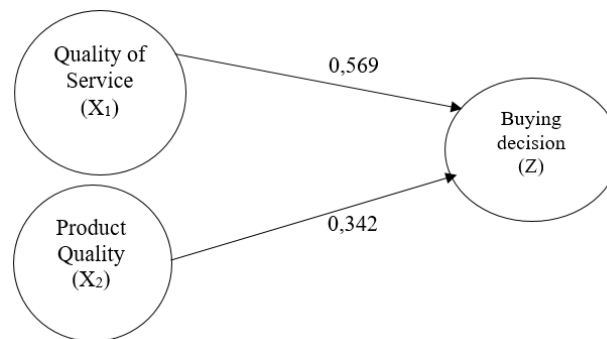


Figure 1. Structure of testing hypotheses 1 and 2

Hypotheses 1 and 2 indicate that service quality and product quality have a positive and significant impact on purchasing decisions. With coefficient values for both service quality (0.569) and product quality (0.342) greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically, service quality and product quality have a positive and significant impact on purchasing decisions.

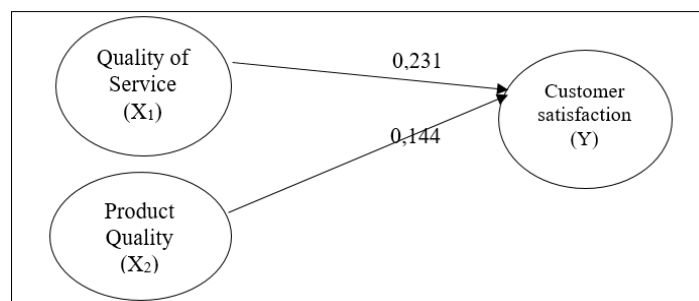


Figure 2. Structure of testing hypotheses 3 and 4

Hypotheses 3 and 4 indicate that service quality and product quality have a positive and significant impact on customer satisfaction. With coefficient values for both service quality (0.231) and product quality (0.144) greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically, service quality and product quality have a positive and significant impact on customer satisfaction.

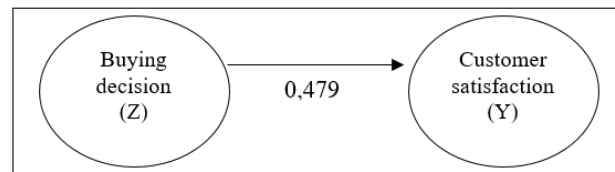


Figure 2. Hypothesis 5

Hypothesis 5 indicates that purchasing decisions have a positive and significant impact on customer satisfaction. With a purchasing decision coefficient value (0.479) greater than 0.05 (p -value > 0.05), it can be said that empirically and theoretically, purchasing decisions have a positive and significant impact on customer satisfaction.

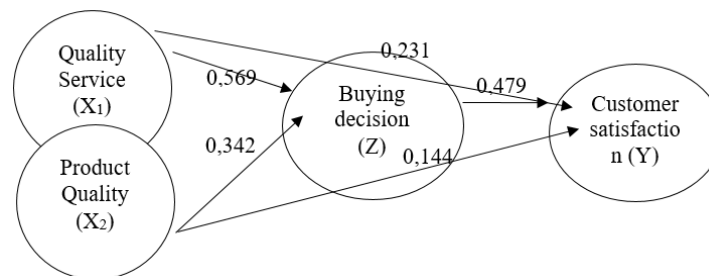


Figure 4. Hypothesis testing structure 6

Hypothesis 6 shows that service quality and product quality have a positive and significant influence on customer satisfaction through purchasing decisions. The influence of the coefficient value on exogenous variables on purchasing decisions and the influence of purchasing decision variables on customer satisfaction can be seen based on the coefficients of direct, indirect, and total influence. With a coefficient value greater than 0.05 (p -value > 0.05), it can be said that empirically and theoretically, service quality and product quality have a positive and significant influence on customer satisfaction through purchasing decisions. Referring to the table hypothesis, then can be seen that size influence No direct (0.279) more big than influence directly (0.231). This is can it is said that the intervening variable of the decision purchase functions on the variables of service quality and product quality towards customer satisfaction.

4.2 Discussion

Influence Quality Service and Quality Product on Purchasing Decisions

The influence of service quality supports the improvement of customer purchasing decisions at Kajan Bento Restaurant in Karawang Regency, West Java Province. Service quality is formed by indicators of physical evidence, reliability, responsiveness, assurance, and empathy. Based on the physical evidence indicator, it shows that the employee's appearance is neat, so that the customer's purchasing decision at Kajan Bento Restaurant is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. Based on the reliability indicator, it shows that orders are served on time according to the promise, so that the customer's purchasing decision at Kajan Bento Restaurant is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. Based on the responsiveness indicator, it shows that employees are willing to help if customers experience problems, so that the customer's purchasing decision at Kajan Bento Restaurant is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. Based on the assurance indicator, it shows that employees are able to explain the menu clearly, so that the customer's purchasing decision at Kajan Bento Restaurant is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. Based on the empathy indicator, it shows that employees remember the preferences of regular customers, so that the purchasing decisions of Kajan Bento restaurant customers are better, where the purchasing decision indicator states that customers choose Kajan Bento as the main choice to buy. The influence of product quality supports the improvement of Kajan Bento restaurant customers' purchasing decisions in Karawang Regency, West Java Province. Product quality is formed by performance indicators, features, reliability, suitability, durability, aesthetics, and perceived quality. Based on performance indicators, it shows that the taste of food is in accordance with customer expectations, so that Kajan Bento restaurant customers' purchasing decisions are better where the buying decision indicator is , which states that customers choose Kajan Bento as the main choice to buy. Based on feature indicators, it shows that the Kajan Bento menu offers new taste innovations, so that Kajan Bento restaurant customers' purchasing decisions are better, where the buying decision indicator is , which states that customers choose Kajan Bento as the main choice to buy. Based on reliability indicators, it shows that the taste of food is always consistent, so that Kajan Bento restaurant customers' purchasing decisions are better, where the buying decision indicator is , which states that customers choose Kajan Bento

as the main choice to buy. Based on suitability indicators, it shows that the appearance of food matches the picture on the menu, so that Kajan Bento restaurant customers' purchasing decisions are better, where the buying decision indicator is, which states that customers choose Kajan Bento as the main choice to buy. Based on the durability indicator, it shows that the food remains fresh until the time of consumption, so that the purchasing decision of Kajan Bento restaurant customers is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. Based on the aesthetic indicator, it shows that the appearance of the food is appetizing, so that the purchasing decision of Kajan Bento restaurant customers is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. Based on the perceived quality indicator, it shows that the quality of Kajan Bento products is better than other brands, so that the purchasing decision of Kajan Bento restaurant customers is better, where the purchasing decision indicator, which states that customers choose Kajan Bento as the main choice to buy. The results of this study are in line with the results of research conducted by Veta Lidya Delimah Pasaribu and Redy Setiawan (2024) which showed that service quality and product quality have a positive effect on purchasing decisions.

Influence Quality Service and Quality Product to Satisfaction Customer

The influence of service quality supports the increase in customer satisfaction of Kajan Bento restaurant in Karawang Regency, West Java Province. Service quality is formed by indicators of physical evidence, reliability, responsiveness, assurance, and empathy. Based on the physical evidence indicator, it shows that the employee's appearance is neat, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the reliability indicator, it shows that orders are served on time according to the promise, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the responsiveness indicator, it shows that employees are willing to help if customers experience problems, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the assurance indicator, it shows that employees are able to explain the menu clearly, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the empathy indicator, it shows that employees remember the preferences of regular customers, so that customer satisfaction at the Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. The influence of product quality supports the improvement of customer satisfaction of Kajan Bento restaurant in Karawang Regency, West Java Province. Product quality is formed by performance indicators, features, reliability, suitability, durability, aesthetics, perceived quality. Based on the performance indicators, it shows that the taste of food is in accordance with customer expectations, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the feature indicator, it shows that the Kajan Bento menu offers new taste innovations, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the reliability indicator, it shows that the taste of food is always consistent, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the suitability indicator, it shows that the appearance of food matches the picture on the menu, so that customer satisfaction of Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the durability indicator, it shows that the food remains fresh until the time of consumption, so that the customer satisfaction of the Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the aesthetic indicator, it shows that the appearance of the food is appetizing, so that the customer satisfaction of the Kajan Bento restaurant is better, where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the perceived quality indicator, it shows that the quality of Kajan Bento products is better than other brands, so that the customer satisfaction of the Kajan Bento restaurant is better where the indicator of repurchase intention, which states that customers often buy Kajan Bento. The results of this study are in line with the results of research conducted by Ainul Tria Sustainable, Khalid Alexander (2021) research results show that service quality and product quality have a positive effect on customer satisfaction.

Influence of Purchasing Decisions to Satisfaction Customer

Improvement of purchasing decisions supports the increase of customer satisfaction of Kajan Bento Restaurant in Karawang Regency, West Java Province. Descriptive analysis of customer purchasing decisions at Kajan Bento is formed by several indicators, namely need recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior. Based on the need recognition indicator, it shows that customers buy Kajan Bento because they realize the need to eat, so that customer satisfaction of Kajan Bento increases where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the information search indicator, it shows that customers look at reviews before buying Kajan Bento, so that customer satisfaction of Kajan Bento increases where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the alternative evaluation indicator, it

shows that customers compare Kajan Bento with other brands before deciding to buy, so that customer satisfaction of Kajan Bento increases where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on the purchasing decision indicator, it shows that customers choose Kajan Bento as the main choice to buy, so that customer satisfaction of Kajan Bento increases where the indicator of repurchase intention, which states that customers often buy Kajan Bento. Based on post-purchase behavior indicators, it shows that customers are satisfied with their decision to buy Kajan Bento, so that Kajan Bento customer satisfaction increases, where the indicator of repurchase intention, which states that customers often buy Kajan Bento.

The results of this study are in line with the results of research conducted by Giannanda Ramadhan, Sulistyandari, Diamond Diane Binangkit (2024) research results show that purchasing decisions have a positive effect on customer satisfaction.

Influence Quality Service and Quality Product to Customer Satisfaction , through Purchasing Decisions.

The influence of service quality and product quality on customer satisfaction is crucial, particularly through the mediation of purchasing decisions. Improving both service quality and product quality plays a significant role in enhancing customer satisfaction, which in turn is driven by the decisions customers make during their purchasing process. In the case of Kajan Bento Restaurant in Karawang Regency, West Java, improving these two factors can lead to more favorable purchasing decisions, thereby increasing customer satisfaction. This approach is supported by the findings of Ridho Rafqi Ilhamalimy et al. (2020), who studied the impact of service quality and product quality on purchasing decisions and customer satisfaction. Their research highlights that when customers perceive high service quality and excellent product quality, their decision-making process becomes more favorable, leading to higher satisfaction levels. These findings are significant for businesses, as they provide a clear direction on how enhancing both service and product quality can improve customer loyalty and overall satisfaction.

5 | CONCLUSIONS AND FUTURE WORK

The results of this research reveal several key findings regarding the impact of service quality and product quality on customer satisfaction, with purchasing decisions acting as a mediating variable. One significant conclusion is that empathy plays a critical role in service quality. The ability of employees to remember and acknowledge the preferences of regular customers has the most substantial influence on building strong customer relationships. This personal attention not only enhances the customer experience but also increases overall satisfaction. Additionally, the study confirms that service and product quality are closely linked in driving customer satisfaction. When customers experience high service quality, characterized by attentiveness and a personalized approach, they are more likely to feel satisfied with their decision to make a purchase. Similarly, products that meet or exceed customer expectations contribute significantly to satisfaction. Improving both service and product quality creates a positive feedback loop, encouraging repeat business and customer loyalty. Therefore, businesses that aim to increase customer satisfaction should focus on enhancing both the service experience and the quality of their products to ensure long-term success and customer retention.

REFERENCES

- Eni. (2016). Sugiono. *Qualitative and Quantitative Research Methods*, 6(11), 951–952.
- Febriani, S. (2022). Descriptive analysis of standard deviation. *Tambusai Education Journal*, 6(1).
- Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 87(603).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Hidayat, A. (2017). Understanding and explanation of autocorrelation tests. *Statistikian*.
- Kotler, P., Keller, K. L., & Chernev, A. (2016). *Marketing management*. Pearson Education.
- Mariasinta, M., & Riady, I. (2019). Chapter II theoretical basis 2.1. Product definition. *Journal of Chemical Information and Modeling*, 53(9).

- Nandhany, C., Mukaromah, S., & Pratama, A. (2020). Analysis of service maturity level and human resource productivity based on business goal 15 COBIT 4.1 (Case study: Communication and Informatics Office of East Java Province). *Jurnal Repositor*, 2(5). <https://doi.org/10.22219/repositor.v2i5.887>
- Narimawati, U., Sarwono, J., & Sarwono, J. (2022). Study of model fitness index in covariance-based structural equation modeling in LISREL and AMOS and partial least square-based in PLS SEM. *UNIKOM Scientific Magazine*, 20(2). <https://doi.org/10.34010/miu.v20i2.9497>
- Nuraeni, R., Eldine, A., & Muniroh, L. (2020). The effect of service quality and customer satisfaction on customer loyalty. *Manager: Journal of Management Science*, 2(4). <https://doi.org/10.32832/manager.v2i4.3795>
- Oscar, B., Hilman, M. M., & Megantara, C. (2020). The effect of product attributes on purchase decisions for Muslim army products, D3 Marketing Management Study Program, Pos Indonesia Polytechnic. *Journal of Business and Marketing*, 10(1).
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, 30(3). <https://doi.org/10.1002/hrm.3930300304>
- Pendi, P. (2021). Regression analysis using the principal component method to overcome multicollinearity problems. *Bimaster: Scientific Bulletin of Mathematics, Statistics and Its Applications*, 10(1).
- Pramono, R., Panjaitan, A. M., Susantio, C., Siahaan, H., & Sekar Syallomitha, D. (2023). Developing UPH MSME partnership through marketing training, business legality procedures, and online sales. *Proceedings of the National Conference on Community Service and Corporate Social Responsibility (PKM-CSR)*, 6. <https://doi.org/10.37695/pkmcscr.v6i0.2021>
- Rabah, A. R., & Ardiansyah, R. (2023). The urgency of reforming partnership regulations to encourage the growth of MSMEs in Indonesia. *Journal of Business Competition*, 3(2), 120–130. <https://doi.org/10.55869/kppu.v3i2.96>
- Razak, A. (2013). Diversity of marine fish species as a source of nutrition for brain intelligence. *Biodiversity and Tropical Ecology of Indonesia*, 2(January).
- Safarudin Baihaky, A. N. Y., & Rim. (2022). The influence of product quality and service quality on purchasing decisions of Madu Tokkebi snacks in Malang. *Journal of Social Sciences*, 1(1).
- Siagian, N., Sianturi, C. A., & Sihombing, R. (2023). The effect of mentoring and capital access on community entrepreneurial interest in Tapan Nauli III Village, Tapan Nauli District, Central Tapanuli Regency. *Corporate Business Journal*, 7(2). <https://doi.org/10.46576/jbc.v7i2.3039>
- Sugiyono, P. D. (2014). *Quantitative approach to educational research methods*. In Quantitative, Qualitative and R&D Approach to Educational Research Methods.
- Sulis Setiyo Ningsih, Nurdianto, A. D., & Dimas Adi Wicaksono. (2023). The effect of marketing mix on purchase decisions. *Scientific Journal of Economics & Science*, 2(2). <https://doi.org/10.54066/jjesa.v2i2.320>
- Tjiptono, F., & Diana, A. (2019). *Customer satisfaction: Concept, measurement, and strategy*. Yogyakarta: Andi.

How to cite this article: Aprianti, C., Razak, I., & Rejeki, D. (2026). Influence Service Quality and Product Quality Towards Customer Satisfaction Through Purchasing Decisions At Kajan Bento Restaurant In Karawang Regency, West Java Province. *Indonesian Journal Economic Review (IJER)*, 6(1), 145-153. <https://doi.org/10.59431/ijer.v6i1.747>