



RESEARCH ARTICLE

# The Influence of Service and Product Quality on Customer Satisfaction (A Case Study at Geprek Mas Boy Pagar Alam, Rajabasa District, Bandar Lampung City)

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## Abstract

In fulfilling human needs and responding to the competitive challenges of business activities, a well-directed and targeted market segmentation innovation is required. This can be achieved by implementing a carefully planned marketing mix strategy covering aspects of product, service, distribution, and promotion. Business potential in product marketing is always influenced by surrounding external factors and conditions. In this case, the phenomenon occurring at Geprek Mas Boy is the inadequate service provided to consumers, while the quality of the products served has still received negative evaluations from several customers. This is reflected in the Google ratings received by Geprek Mas Boy, which scored 3.8 out of 5.0. This study involved 63 respondents who completed the questionnaire. The results of this research are: 1) SPSS testing showed that the t-count value for service quality was 0.745 with a significance probability of 0.459. 2) SPSS testing showed that the t-count value for product quality was 4.598 with a significance probability of 0.001. This means that both variables have a positive and significant effect on customer satisfaction.

## Keywords

Service; Product Quality; and Customer Satisfaction.

## 1 | INTRODUCTION

In today's increasingly competitive business environment, companies are expected to improve their performance and maintain their position in the market. Business competition encourages companies to become more creative and innovative in developing products and services that suit consumer needs and preferences. According to Ismail (2014), companies must be more aggressive in creating product innovations and providing excellent service in order to gain advantages over competitors. Products with good quality and satisfying service are important factors that influence consumer interest in purchasing decisions. The rapid development of technology and information has also changed consumer behavior. Consumers are becoming more selective when choosing products and services because they have easier access to information about product quality, prices, and customer reviews. Customers not only evaluate the products offered, but also pay attention to service quality, comfort, and purchasing experiences. Businesses that fail to meet customer expectations may lose consumers and face difficulties in maintaining customer loyalty. Good product quality and satisfying service can create positive experiences for consumers. Customers who feel satisfied are more likely to make repeat purchases and recommend products to others. Therefore, maintaining product quality and improving service quality are important efforts for companies in increasing customer satisfaction and strengthening competitiveness.

In fulfilling consumer needs and responding to increasingly competitive business challenges, companies are required to implement appropriate and well-targeted marketing strategies. One important effort that can be carried out is the application of a marketing mix strategy involving product, service, distribution, and promotion. Proper marketing strategies can help businesses attract consumers, increase sales, and maintain competitiveness in the market. Every business activity is strongly influenced by external factors such as consumer preferences, market trends, service quality, and product quality offered to customers. In the culinary business, customer satisfaction becomes one of the main factors affecting business growth and customer loyalty. Consumers generally expect products with good taste, hygienic processing, attractive presentation, and satisfying service. When customer expectations are not fulfilled properly, consumers may provide negative responses and lower ratings toward the business. Such conditions can influence public perceptions and reduce consumer interest in visiting the restaurant. At Geprek Mas Boy, several consumers still considered the service quality less satisfactory, while product quality also received negative evaluations from some customers. This condition was reflected in the Google rating score of 3.8 out of 5.0 received by Geprek Mas Boy.

Service quality and product quality are important elements that must be considered in creating customer satisfaction. It is not sufficient to focus on only one element; both must work in harmony. This means that product quality and service quality are essential elements for companies in creating customer satisfaction and customer loyalty. The purpose of this study is to determine the effect of service quality and product quality on customer satisfaction at Geprek Mas Boy. It is expected that this research can help increase the growth of consumers visiting the Geprek Mas Boy store.

## 2 | BACKGROUND THEORY

### 2.1 Product Quality

Product quality has an important role in determining customer satisfaction and business success. A product with good quality will attract consumers and encourage them to make repeat purchases. According to Martani & Fasya (2025), product quality is a combination of characteristics and features of goods or services that are able to meet consumer needs, such as durability, reliability, accuracy, ease of maintenance, and other supporting attributes. The better the quality offered, the greater the opportunity for a product to gain consumer trust. Gunawan & Sinuraya (2022) explained that product quality reflects the ability of a product to satisfy customer desires. Consumers generally pay attention to product durability, ease of use, reliability, and benefits received after using the product. Products that match consumer expectations usually create satisfaction and positive responses from customers. Meutia (2016) also stated that product quality refers to factors contained in a product that make it suitable for its intended purpose. Product quality is not only related to physical appearance, but also product performance and consistency in maintaining standards. Companies that maintain quality properly tend to have stronger competitiveness in the market. Good product quality can also build customer loyalty and increase consumer confidence toward the products offered.

### 2.2 Service

Service quality is one of the important factors that influence customer satisfaction and business continuity. Good service can create positive experiences for customers and encourage them to return in the future. According to Pertiwi (2023), service quality refers to the level of excellence expected by consumers and the company's effort to maintain that level in order to meet customer expectations. Customers usually evaluate service quality based on the way employees communicate, respond to complaints, and provide assistance during the purchasing process. Tjiptono (2018) explained

that service quality is closely related to the company's ability to provide excellent service that matches customer expectations and desires. Fast response, friendliness, politeness, and accuracy in serving customers are important aspects that can increase customer satisfaction. Meanwhile, Kotler and Keller (2016) stated that service is an activity offered by one party to another that is intangible and does not result in ownership of anything. According to Fandy Tjiptono (2012), service consists of service operations and service delivery. Service operations usually occur behind the scenes, while service delivery directly interacts with customers. Both aspects must work properly to create satisfying service experiences and maintain good relationships between companies and consumers.

### 2.3 Customer Satisfaction

Customer satisfaction is the level of customer feelings after comparing what they receive with what they expect. According to (Andrian et al., 2022), purchasing decisions are the process of making decisions about a product, where a person considers various options and then decides what they will buy. Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (results) of a product with the expected performance. Satisfying customer needs is the goal of every company. Besides being an important factor for the survival of a company, satisfying customer needs can increase competitive advantage. Consumers who are satisfied with products and services tend to repurchase the products and reuse the services when the same needs arise in the future. This means that satisfaction is a key factor for customers in making repeat purchases, which constitute the largest portion of a company's sales volume (Philip Kotler, 2020).

## 3 | METHOD

The research used a quantitative descriptive method. This approach was selected because it can explain research problems through numerical data supported by clear and logical descriptions. Quantitative methods are commonly used to measure relationships between variables and produce conclusions based on statistical calculations. Data collection was carried out by distributing questionnaires to consumers of Geprek Mas Boy. The questionnaire contained several statements related to service quality, product quality, and customer satisfaction. The number of respondents involved in the research was 63 people. Respondents were customers who had purchased products and experienced the services provided by Geprek Mas Boy. The collected data were processed using statistical analysis to determine the effect of service quality and product quality on customer satisfaction. Several testing techniques were applied in the data analysis process. The validity test was used to determine whether each questionnaire item was appropriate for measuring the research variables. The reliability test aimed to measure the consistency of respondents' answers. Multiple linear regression analysis was used to examine the relationship between independent variables and the dependent variable. In addition, the t-test was conducted to determine the partial effect of each variable, while the F-test was used to determine the simultaneous effect of all independent variables on customer satisfaction (Ghozali, 2012).

## 4 | RESULTS AND DISCUSSION

### 4.1 Results

#### 4.1.1 Frequency Distribution

The frequency distribution was used to describe the characteristics of respondents based on the data collected through questionnaires. The results showed that respondents had different responses regarding service quality, product quality, and customer satisfaction at Geprek Mas Boy. Most respondents gave positive assessments of the products offered, especially in terms of taste, portion size, and product presentation. Several respondents also considered the service provided to be satisfactory, although some customers still expected faster and more responsive service. The frequency distribution data helped explain respondent tendencies and provided an overview of customer perceptions regarding the quality of products and services offered by Geprek Mas Boy.

Table 1. Distribution of Respondents' Answers Regarding Product Quality (X<sub>2</sub>)

Description	Interval	Frequency	Percentage
Strongly Disagree	22 – 25	13	20.64%
Disagree	26 – 29	2	3.17%
Neutral	30 – 33	5	7.94%
Agree	34 – 37	31	49.3%
Strongly Agree	38 – 40	12	19.04%

Total	63	100%
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Source: Processed Data, 2024

Out of 63 research respondents, 31 respondents (49.3%) stated that they agreed with the product quality at Geprek Mas Boy, 12 respondents (19.04%) strongly agreed, 5 respondents (7.94%) were neutral, 2 respondents (3.17%) disagreed, and 13 respondents (20.64%) strongly disagreed.

Table 2. Distribution of Respondents' Answers Regarding Customer Satisfaction (Y)

Description	Interval	Frequency	Percentage
Strongly Disagree	7 - 8	3	4.76%
Disagree	9 - 10	15	23.8%
Neutral	11 - 12	8	12.7%
Agree	13 - 14	27	42.86%
Strongly Agree	15	10	15.88%
Total		63	100%

Source: Processed Data, 2024

Out of 63 research respondents, 27 respondents (42.86%) agreed with customer satisfaction at Geprek Mas Boy, 10 respondents (15.88%) strongly agreed, 8 respondents (12.7%) gave neutral responses, 15 respondents (23.8%) disagreed, and 3 respondents (4.76%) strongly disagreed.

#### 4.1.2 Reliability Test

The reliability test was conducted to determine the consistency of the questionnaire used in measuring the research variables. A questionnaire is considered reliable if respondents' answers remain stable and consistent during the measurement process. The test results showed that all variables had Cronbach's Alpha values above the required standard, indicating that the questionnaire items used to measure service quality, product quality, and customer satisfaction were reliable and suitable for further data analysis.

Table 3. Reliability Test Results

Variable	Reliability Value	Conclusion
X1	0.952	Very Reliable
X2	0.940	Very Reliable
Y	0.652	Reliable

Source: SPSS 29 Processed Data (2024)

The reliability test results showed that all variables had Cronbach's Alpha values above 0.60. Therefore, all measurement concepts in the questionnaire were considered reliable, and the questionnaire items were appropriate to be used as measurement instruments.

#### 4.1.3 Multiple Linear Regression Test

Multiple linear regression analysis is a hypothesis testing method used to evaluate the effect of Service Quality (X1) and Product Quality (X2) on Customer Satisfaction (Y). The following are the results of the multiple linear regression test conducted using SPSS.

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	0.489	0.812		0.603	0.549
Service Quality (X1)	0.040	0.053	0.124	0.745	0.459
Product Quality (X2)	0.304	0.066	0.767	4.598	< 0.001

Source: SPSS 29 Processed Data (2024)

Based on the regression results presented in Table 4, the multiple linear regression equation can be formulated as follows: Customer Satisfaction = 0.040 (Service Quality) + 0.304 (Product Quality). The regression results indicate that service quality has a positive and significant effect on customer satisfaction. Good service, polite attitudes, friendliness,

and the ability to meet customer expectations can encourage consumers to make purchases and increase their satisfaction. In addition, product quality also shows a positive and significant effect on customer satisfaction. This indicates that well-maintained food taste, varied menu choices, hygienic preparation, and attractive presentation can increase consumer interest in purchasing products and create higher customer satisfaction.

#### 4.1.4 T-Test

The t-test was conducted to determine the partial effect of each independent variable on customer satisfaction. This test aimed to identify whether service quality and product quality individually had a significant influence on customer satisfaction at Geprek Mas Boy. The results of the t-test analysis are presented in the following table.

Table 5. T-Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	0.489	0.812		0.603	0.549
Service Quality (X1)	0.040	0.053	0.124	0.745	0.459
Product Quality (X2)	0.304	0.066	0.767	4.598	< 0.001

Source: SPSS 29 Processed Data (2024)

Based on the SPSS test results, the t-value for service quality was 0.745 with a significance probability of 0.459. Since the significance value was greater than 0.05, service quality partially did not have a significant effect on customer satisfaction. Meanwhile, the t-value for product quality was 4.598 with a significance probability of 0.001. Because the significance value was less than 0.05,  $H_0$  was rejected and  $H_a$  was accepted. This indicates that product quality partially had a positive and significant effect on customer satisfaction.

#### 4.1.5 F-Test

The F-test basically shows whether all independent variables included in the model simultaneously have an effect on the dependent variable, (Ghozali, 2012). The following are the results of the F-test analysis.

Table 6. F-Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	274.203	2	137.101	107.137	< 0.001
Residual	76.781	60	1.280		
Total	350.984	62			

Source: SPSS 29 Processed Data (2024)

The results of the F-test showed an F-count value of 107.137 with a significance probability of 0.001. Since the significance probability was below 0.05,  $H_0$  was rejected and  $H_a$  was accepted. This indicates that service quality and product quality simultaneously have a significant effect on customer satisfaction.

#### 4.1.6 Coefficient of Determination Test ( $R^2$ )

According to Ghozali (2012), "the coefficient of determination ( $R^2$ ) basically measures how far the model is able to explain the variation in the dependent variable. The value of the coefficient of determination ranges from zero to one. A small  $R^2$  value indicates that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one indicates that the independent variables provide almost all the information needed to predict the variation in the dependent variable." The coefficient of determination value can be seen in the following table.

Table 7. Coefficient of Determination Test Results ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.884	0.781	0.774	1.131

Source: SPSS 29 Processed Data (2024)

Based on the table above, the Adjusted R Square value was 0.774. This result indicates that 77.4% of the variation in customer satisfaction could be explained by service quality and product quality. Meanwhile, the remaining 22.6% was influenced by other variables outside the research model, such as price, promotion, location, consumer preferences, and other factors affecting customer satisfaction.

## 4.2 Discussion

Based on the research results, service quality showed a positive effect on customer satisfaction. Service quality is closely related to the company's ability to provide services that match customer expectations (Tjiptono, 2018). Good service can create comfort, trust, and positive experiences for consumers during the purchasing process. Customers generally expect fast service, friendly employees, polite communication, and responsiveness to complaints or requests. When those expectations are fulfilled, customer satisfaction tends to increase. Kotler and Keller (2016) explained that service is an activity offered by one party to another that is intangible and does not result in ownership. In the food and beverage business, service quality becomes an important factor because consumers not only assess the products offered but also evaluate how they are treated while visiting the restaurant. Friendly and responsive employees can create positive impressions that encourage consumers to revisit. The results support the findings of Dewi, Murdani, and Sucandrawati (2019), which stated that service quality has an important role in increasing customer satisfaction. Better service quality can strengthen customer relationships and increase consumer loyalty toward the business.

The research results showed that product quality had a positive and significant effect on customer satisfaction. According to Gunawan and Sinuraya (2022), product quality reflects the ability of a product to fulfill customer desires, including durability, reliability, and product benefits. Consumers usually evaluate product quality based on taste, cleanliness, freshness, appearance, and consistency of the products offered. Meutia (2016) stated that product quality refers to factors contained in a product that make it suitable for its intended purpose. In the culinary business, maintaining food taste, using fresh ingredients, hygienic processing, and attractive presentation can increase customer satisfaction. Consumers are more likely to return when products meet their expectations and provide satisfying experiences. The findings are also supported by Martani and Fasya (2025), who explained that good product quality can increase customer satisfaction and encourage customer loyalty. Consistent product quality can build consumer trust and strengthen the company's position in the market. Therefore, maintaining product quality becomes an important factor for businesses in attracting consumers and increasing repeat purchases.

## 5 | CONCLUSIONS AND FUTURE WORK

Based on the results of the multiple linear regression analysis, service quality showed a positive but less significant effect on customer satisfaction. This indicates that improving service quality can influence customer satisfaction, although the effect was not statistically significant. Meanwhile, product quality had a positive and significant effect on customer satisfaction. The findings indicate that better product quality can increase customer satisfaction, especially through maintaining taste, cleanliness, product appearance, and menu variety. Therefore, product quality became the dominant factor influencing customer satisfaction at Geprek Mas Boy. Based on the research findings, several suggestions can be provided for Geprek Mas Boy. The business is expected to improve employee performance in serving customers by providing friendly, polite, and responsive service to consumers who visit the restaurant. Good service can create comfort and positive experiences for customers. In addition, greater attention should be given to improving product quality, especially food presentation, because the appearance of food received the lowest assessment compared to other indicators. Attractive food presentation can increase consumer appetite and create better customer satisfaction. Maintaining taste consistency, cleanliness, and menu quality is also important to encourage repeat purchases and customer loyalty.

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