



The Influence of Product Quality and Service Quality on Customer Satisfaction at Mujigae Resto Mall Summarecon Bekasi

Agustian Adi Pradana^{1*}, Vera Agustina Yanti², Ahmad Rafik³

^{1,2,3}Universitas Bina Sarana Informatika

Email: cwarim.adipradana9@gmail.com

Abstract

Businesses in the food industry experienced significant growth during the crisis due to the high demand for food and beverages as a basic need. This has encouraged the rapid development of various types of culinary businesses, from traditional cuisine to fast food, with increasingly diverse menu offerings. In Indonesia, especially the younger generation, the increasing interest in Korean cuisine such as toppoki, bibimbap, and jajangmyeon is triggered by the popularity of K-pop and Korean dramas. This phenomenon is reflected in the increasing number of Korean restaurants present in Indonesia, with its own strategies and advantages in attracting consumer interest. This study analyzes the influence of product quality and service quality as independent variables on customer satisfaction as a dependent variable at Mujigae Resto, Summarecon Mall Bekasi, both partially and simultaneously. The research method used is a quantitative approach with Non Probability Sampling technique and Accidental Sampling method. Data was obtained through a questionnaire from 50 Mujigae Resto customers at Summarecon Mall Bekasi. The results of the study show that product quality and service quality, both partially and simultaneously, have a significant influence on customer satisfaction. Overall, product quality and service quality contributed 71% to customer satisfaction, while the remaining 29% was influenced by other factors that were not studied. The R Square value for product quality is 60.7% and for service quality is 68%, indicating that service quality has a dominant influence on customer satisfaction at Mujigae Resto, Mall Summarecon Bekasi.

Keywords: Customer Satisfaction, Service Quality, Product Quality

Introduction

The food business is one of several types of businesses that will experience significant growth during the crisis. Because food is a basic need that must be met by humans, the demand for food and beverages remains high, so the culinary industry continues to grow. As a result, the culinary business is growing rapidly from traditional cuisine, foreign culinary to fast food. Menu offerings and facilities are also increasingly diverse, ranging from a place to eat to a place to socialize with friends.

Indonesian people, especially the younger generation, are now increasingly interested in Korean cuisine such as toppoki, bibimbap, bokumbap, jajangmyeon, ramyun, etc. This interest is due to the increasing number of kpop fans and fans of Korean dramas. This is marked by the increasing number of Korean-style restaurants present in Indonesia. Korean restaurants



have special advantages and strategies to attract consumer interest in their products. In this situation, consumers are faced with a variety of different choices of goods, prices, as well as quality, so they are always looking for the best value among the available options. Marketing management should now focus not only on strategies to attract new customers but also to build customer loyalty. Loyal customers will usually recommend the company to others, so they are the key to gaining a wider customer base according to Griffin in (Journal et al., 2024) Thus, a loyal customer will be a valuable asset that supports the sustainability and growth of the company's business. Customer satisfaction is an important factor in building loyalty, because satisfied customers tend to remain loyal according to Aryani in (Setiady & Soegesti, 2021). Product quality is a company's way of meeting customer expectations with the products they offer according to Kotler in (Widiadaya et al., 2023).

Meanwhile, service quality is an effort by a business entity to satisfy customer expectations through the provision of services that are integrated with products, with the aim of creating customer satisfaction. This is part of the company's efforts to meet the expectations of its customers. Both the quality of service and the quality of the product focus on meeting the needs and desires of its customers according to their expectations. Therefore, attention to service and product quality is very important to create customer satisfaction.

Mujigae Resto, a Korean restaurant in Indonesia that was the first to be certified Halal from the Indonesian Ulema Council. This restaurant was established on April 13, 2013 and its first location is at Cihampelas Walk, Bandung. To improve the company's performance, Mujigae Restaurant, which operates in the culinary industry, can bring in customers by prioritizing product quality such as taste and product excellence. To provide added value to customers, especially in the culinary industry such as this Mujigae restaurant, the importance is not only focusing on the quality of the products served but also the quality of the service. This includes aspects such as friendliness and efficiency in service, consistency in food serving, cleanliness, and ease in the ordering and payment process. By doing so, restaurants can improve the overall customer experience and strengthen long-term relationships with them.

Quality creates a relationship between consumers and companies. In the long run, this relationship between consumers and companies allows companies to understand customer expectations to increase satisfaction and positive experiences from their customers.

From the observation results, several problems were found at Mujigae Resto Mall Summarecon Bekasi, including there are still some customers who feel dissatisfied with the food and service provided by Mujigae. The food provided does not meet expectations and The waiter seems slow to respond when customers ask about orders that have not arrived.

Method

This study applies a quantitative method that collects and analyzes numerical data using statistical procedures. This approach produces objective and measurable findings, as well as providing an in-depth understanding of the phenomenon being studied (Jaya, 2020). This research is descriptive, i.e. The goal is to provide a clear and detailed picture of the data obtained, so that it can be interpreted and used for decision-making or further research.



Population and Sample

The population in this study includes all customers who visit Mujigae Resto Mall Summarecon Bekasi. This group consists of various individuals who come to Mujigae Resto Mall Summarecon Bekasi to enjoy the food and services provided, and they will be the main subjects observed and evaluated in this study. In this study, the researcher applied *the Non Probability Sampling* technique. *Non Probability Sampling* is a sampling method in which not all elements or members of the population have an equal chance of being selected as a sample. This approach allows researchers to sample based on specific characteristics that they consider relevant in the context of their research. The researcher chose the (Sugiyono, 2018) *accidental* sampling method, where the sample was selected by chance based on the characteristics that the researcher considered suitable. The sample in this study consisted of consumers or customers at Mujigae Resto Mall Summarecon Bekasi. The choice of this method is motivated by the lack of adequate information regarding the specific number of customer population. (Sugiyono, 2016)

Observation

Observation is a method of collecting data that involves direct observation of human behavior, work processes, natural phenomena, and responses from the observed individual or group. Observations were carried out to obtain information about the condition and behavior of customers who are visiting Mujigae Resto Mall Summarecon Bekasi (Sugiyono, 2019)

Questionnaire

A questionnaire is a method of gathering information in which respondents fill in or answer a series of written statements or questions". In this study, questionnaires were directly given to respondents to get the data needed. The use of the Likert scale was used to measure responses, consisting of five statements from strongly agreeing to strongly disagreeing.

Documentation Studies

Documentation is the process or result of the activity of recording or recording past events. This can include the creation of detailed written records, immortalization in the form of images or paintings that record historical moments, and the creation or discovery of monumental objects that give a physical form to the recorded history. (Sugiyono, 2018) .

Results and Discussion

Characteristics of Respondents

In this study, the characteristics of the respondents include the customer profile of the Mujigae restaurant at Summarecon Mall Bekasi. These profiles include important demographic information such as gender, age range, and type of job. Data regarding gender helps identify gender distribution among customers. Age ranges provide insight into the age groups that visit restaurants the most, while job data identifies key customer groups by profession.

1. Respondent Characteristics by Gender

Table 2. Respondents by Gender

It	Gender	Frequency	Percentage %
1	Man	22	44%
2	Woman	28	56%
	Total	50	100%

Source: data processed by researchers (2024)

Based on Table 2, out of a total of 50 respondents, 22 people (44%) are men and 28 people (56%) are women. These findings indicate that in the study at the Mujigae restaurant, the majority of respondents met by the researcher were women. This reflects the dominance or prevalence of more women among Mujigae visitors who are the subjects of the study.

2. Respondent Characteristics by Age

Table 3. Respondents by Age

It	Age	Frequency	Percentage %
1	< 17 Years	1	2%
2	18 - 25 Years	16	32%
3	26 - 35 Years	25	50%
4	36 - 45 Years	2	4%
5	> 45 years	6	12%
	Total	50	100%

Source: data processed by researchers (2024)

Based on Table 4.2, out of 50 respondents, one person was under 17 years old (2%), sixteen people were 18 to 25 years old (32%), twenty-five people were 26 to 35 years old (50%), two people were 36 to 45 years old (4%), and six people were over 45 years old (12%). These findings indicate that the majority of respondents are in the age group of 26 to 35 years.

3. Respondent Characteristics Based on Occupation

Table 4. Respondents By Job

It	Work	Frequency	Percentage %
1	Students/Students	9	18%
2	Civil Servants	1	2%

3	Private Employees	23	46%
4	Self employed	5	10%
5	Housewives	7	14%
6	Other	5	10%
	Total	50	100%

Source: data processed by researchers (2024)

Based on Table 4.3, out of 50 respondents, there are nine people (18%) who are students or students, one person (2%) is a civil servant, twenty-three people (46%) work as private employees, five people (10%) as self-employed, seven people (14%) as housewives, and five other people (10%). These findings show that the majority of respondents work as private employees.

Description of Research Data

The data used in this study was obtained through filling out a questionnaire with a Likert scale of 1-5 by 50 customers of Mujigae Restaurant at Summarecon Mall Bekasi. The focus of this research is centered on three main variables, namely Product Quality (X1), Service Quality (X2), and Customer Satisfaction (Y). Product Quality (X1) refers to the assessment of the products offered by the restaurant, while Service Quality (X2) reflects the customer experience of the service provided by the restaurant. The Customer Satisfaction Variable (Y) is used to evaluate the level of customer satisfaction with their overall experience in the restaurant, which includes the assessment of the products and services received.

1. Product Quality Variable Data Disclosure (X1)

Table 5. Results of Respondents' Responses to Product Quality Variables

No	Statement	Answer									
		SS (5)		S (4)		N (3)		TS (2)		STS(1)	
		F	%	F	%	F	%	F	%	F	%
1	The food menu provided is in accordance with what is expected	18	36.0	27	54.0	5	10.0	0	0.0	0	0
2	The food menu served by Mujigae uses quality and safe ingredients	19	38.0	25	50.0	6	12.0	0	0.0	0	0
3	The food menu served by Mujigae varies	10	20.0	35	70.0	4	8.0	1	2.0	0	0
4	The drink menu served by Mujigae varies	8	16.0	32	64.0	9	18.0	1	2.0	0	0



No	Statement	Answer									
		SS (5)		S (4)		N (3)		TS (2)		STS(1)	
		F	%	F	%	F	%	F	%	F	%
5	The taste of the food and drinks served by Mujigae is up to standard	16	32.0	27	54.0	7	14.0	0	0.0	0	0
6	The taste of food and drinks has not changed	12	24.0	29	58.0	8	16.0	1	2.0	0	0
7	The food portions that Mujigae provides are according to the standards	11	22.0	27	54.0	11	22.0	1	2.0	0	0
8	The food products served by Mujigae do not spoil easily	12	24.0	25	50.0	12	24.0	1	2.0	0	0
9	Easy to order products or types of food	14	28.0	29	58.0	7	14.0	0	0.0	0	0
10	Food and Drink at Mujigae according to the display	13	26.0	27	54.0	9	18.0	1	2.0	0	0

Source: data processed by researchers (2024)

Based on table 5 of the respondents' responses to the product quality variable (X1), it is known:

- 1) In the first item, 18 people (36%) responded strongly in agreement, 27 people (54%) responded in agreement, and 5 people (10%) responded in a neutral manner.
- 2) In the second item, 19 people (38%) responded strongly in agreement, 25 people (50%) responded in agreement, and 6 people (12%) responded in a neutral manner.
- 3) In the third item, 10 people (20%) responded strongly in agreement, 35 people (70%) responded in agreement, 4 people (8%) responded in a neutral manner, and 1 person responded in disagreement.
- 4) In the fourth item, 8 people (16%) responded strongly in agreement, 32 people (64%) responded in agreement, 9 people (18%) responded in a neutral manner, and 1 person (2%) responded in disagreement.
- 5) In the fifth item, 16 people (32%) responded strongly in agreement, 27 people (54%) responded in agreement, and 7 people (14%) responded with a neutral attitude.
- 6) In the sixth item, 12 people (24%) responded strongly in agreement, 29 people (58%) responded in agreement, 8 people (16%) responded in a neutral manner, and 1 person (2%) responded in disagreement.
- 7) On the seventh item, 11 people (22%) responded strongly in agreement, 27 people (54%) responded in agreement, 11 people (22%) responded in a neutral manner, and 1 person (2%) responded in disagreement.

- 8) In the eighth item, 12 people (24%) responded strongly in agreement, 25 people (50%) responded in agreement, 12 people (24%) responded in a neutral manner, and 1 person (2%) responded in disagreement.
- 9) In the ninth item, 14 people (28%) responded strongly in agreement, 29 people (58%) responded in agreement, and 7 people (14%) responded in a neutral manner.
- 10) In the tenth item, 13 people (26%) responded strongly in agreement, 27 people (54%) responded in agreement, 9 people (18%) responded in a neutral manner, and 1 person (2%) responded in disagreement.

Therefore, it can be concluded that the respondents' responses regarding the product quality variable that the 3rd statement, namely "The food menu served by Mujigae varies", obtained the highest percentage, namely 35 people or 70% answered in agreement with the statement.

2. Description of Service Quality Variable Data (X2)

Table 6. Results of Respondents' Responses to Service Quality Variables

No	Statement	Answer									
		SS (5)		S (4)		N (3)		TS (2)		STS(1)	
		F	%	F	%	F	%	F	%	F	%
1	Mujigae employees provide professional services or according to customer needs	17	34.0	30	60.0	3	6.0	0	0.0	0	0
2	Mujigae's employees are neat-looking	13	26.0	31	62.0	6	12.0	0	0.0	0	0
3	Reliable waiter according to consumer expectations	16	32.0	30	60.0	4	8.0	0	0.0	0	0
4	Mujigae employees' service to consumers is satisfactory or good	16	32.0	29	58.0	5	10.0	0	0.0	0	0
5	Employees provide services quickly	19	38.0	22	44.0	9	18.0	1	2.0	0	0
6	Employees provide a willingness to help consumers	21	42.0	26	52.0	3	6.0	0	0.0	0	0
7	Employees provide good service without discriminating between consumers	16	32.0	27	54.0	7	14.0	0	0.0	0	0

No	Statement	Answer									
		SS (5)		S (4)		N (3)		TS (2)		STS(1)	
		F	%	F	%	F	%	F	%	F	%
8	Employees are able to answer consumer questions about the menu	16	32.0	26	52.0	8	16.0	1	2.0	0	0
9	Employees pay attention to consumers according to what consumers need	20	40.0	28	56.0	2	4.0	0	0.0	0	0
10	Mujigae employees are always ready when needed	3	6.0	40	80.0	7	14.0	0	0.0	0	0

Source: data processed by researchers (2024)

Based on table 6 of the respondents' responses to the service quality variable (X2), it is known:

- 1) In the first item, 17 people (34%) responded strongly in agreement, 30 people (60%) responded in agreement, and 3 people (6%) responded in a neutral manner.
- 2) In the second item, 13 people (26%) responded strongly in agreement, 31 people (62%) responded in agreement, and 6 people (12%) responded in a neutral manner.
- 3) In the third item, 16 people (32%) responded strongly in agreement, 30 people (60%) responded in agreement, and 4 people (8%) responded in a neutral manner.
- 4) In the fourth item, 16 people (32%) responded strongly in agreement, 29 people (58%) responded in agreement, and 5 people (10%) responded in a neutral manner.
- 5) In the fifth item, 19 people (38%) responded strongly in agreement, 22 people (44%) responded in agreement, 9 people (18%) responded in a neutral manner, and 1 person (2%) responded in disagreement.
- 6) In the sixth item, 21 people (42%) responded strongly in agreement, 26 people (52%) responded in agreement, and 3 people (6%) responded in a neutral manner.
- 7) In the seventh item, 16 people (32%) responded strongly in agreement, 27 people (54%) responded in agreement, and 7 people (14%) responded in a neutral manner.
- 8) In the eighth item, 16 people (32%) responded strongly in agreement, 26 people (52%) responded in agreement, 8 people (16%) responded in a neutral manner, and 1 person (2%) responded in disagreement.
- 9) In the ninth item, 20 people (40%) responded strongly in agreement, 28 people (56%) responded in agreement, and 2 people (4%) responded in a neutral manner.
- 10) In the tenth item, 3 people (6%) responded strongly in agreement, 40 people (80%) responded in agreement, and 7 people (14%) responded in a neutral manner.



Therefore, it can be concluded that the respondents' response regarding the service quality variable that the 10th statement, namely "Mujigae employees are always ready when needed", obtained a high percentage where 40 people or 80% of the respondents answered that they agreed with the statement.

3. Definition of Customer Satisfaction Variable Data (Y)

Table 7. Results of Respondents' Responses to Customer Satisfaction Variables

No	Statement	Answer									
		SS (5)		S (4)		N (3)		TS (2)		STS(1)	
		F	%	F	%	F	%	F	%	F	%
1	I want to buy mujigae products again	27	54.0	22	44.0	1	2.0	0	0.0	0	0
2	I recommend Mujigae Resto to others	15	30.0	32	64.0	3	6.0	0	0.0	0	0
3	I am satisfied with the service provided by Mujigae employees	9	18.0	37	74.0	4	8.0	1	2.0	0	0
4	I felt satisfied after enjoying the food at Mujigae	14	28.0	31	62.0	5	10.0	0	0.0	0	0
5	I am interested in visiting Mujigae again	21	42.0	27	54.0	2	4.0	0	0.0	0	0

Source: data processed by researchers (2024)

Based on table 7, the results of the respondents' responses to the customer satisfaction variable (Y) are known:

- 1) In the first item, 27 people (54%) responded strongly in agreement, 22 people (44%) responded in agreement, and 1 person (2%) responded with a neutral attitude.
- 2) In the second item, 15 people (30%) responded strongly in agreement, 32 people (64%) responded in agreement, and 3 people (6%) responded in a neutral manner.
- 3) In the third item, 9 people (18%) responded strongly in agreement, 37 people (74%) responded in agreement, 4 people (8%) responded in a neutral manner, and 1 person (2%) responded in disagreement.
- 4) In the fourth item, 14 people (28%) responded strongly in agreement, 31 people (62%) responded in agreement, and 5 people (10%) responded in a neutral manner.
- 5) In the fifth item, 21 people (42%) responded strongly in agreement, 27 people (54%) responded in agreement, and 2 people (4%) responded in a neutral manner.

Therefore, it can be concluded that the respondents' responses regarding the product quality variable that the 3rd statement, namely "I am satisfied with the service provided by Mujigae employees", obtained a high percentage, namely 37 people or 74% answered that they agreed with the statement.

Data Quality Test
Validity Test

Table 8. Validity Test Results

Variable	Instruments	<i>Pearson Correlation</i>	Sig. (2-tailed)	Ket
Product Quality (X1)	X1.1	0.701	0.000	Valid
	X1.2	0.541	0.000	Valid
	X1.3	0.648	0.000	Valid
	X1.4	0.597	0.000	Valid
	X1.5	0.708	0.000	Valid
	X1.6	0.765	0.000	Valid
	X1.7	0.743	0.000	Valid
	X1.8	0.763	0.000	Valid
	X1.9	0.556	0.000	Valid
	X1.10	0.741	0.000	Valid
Quality of Service (X2)	X2.1	0.433	0.002	Valid
	X2.2	0.729	0.000	Valid
	X2.3	0.659	0.000	Valid
	X2.4	0.672	0.000	Valid
	X2.5	0.713	0.000	Valid
	X2.6	0.600	0.000	Valid
	X2.7	0.569	0.000	Valid
	X2.8	0.579	0.000	Valid
	X2.9	0.452	0.001	Valid
	X2.10	0.301	0.034	Valid
Customer Satisfaction (Y)	Y.1	0.577	0.000	Valid
	Y.2	0.666	0.000	Valid
	Y.3	0.433	0.000	Valid
	Y.4	0.782	0.000	Valid
	Y.5	0.694	0.000	Valid

Source: data processed by researchers (2024)

Based on Table 8, it is concluded that the significance value (*two-tailed*) correlation of all items is below 0.05 starting from the variable of product quality with 10 instruments, service quality with 10 instruments to customer satisfaction with 5 instruments, indicating that all statements are considered valid

Reality Test

Table 9. Reality Test Results

It	Variable	<i>Cronbach Alpha</i>	Information
1	Product Quality (X1)	0.870	Reliable
2	Quality of Service (X2)	0.779	Reliable
3	Customer Satisfaction (Y)	0.632	Reliable

Source: data processed by researchers (2024)

Based on table 9, it can be concluded that all items (variables) have a *Cronbach Alpha* value that exceeds 0.60. So that it can be declared as a reliable item as a whole.

Classical Assumption Test

Normality Test

Table 10. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		<i>Unstandardized Residual</i>
N		50
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	0.98923496
Most Extreme Differences	Absolute	0.080
	Positive	0.064
	Negative	-0.080
Test Statistic		0.080
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: data processed by researchers (2024)

Based on Table 10, it can be concluded that the value of Asymp. Sig. (*two-tailed*) of 0.200 is greater than 0.05. These findings suggest that the observed data tend to be normally distributed, so that it can meet the basic assumptions for the statistical analysis conducted in this study.

Multicollinearity Test

Table 11. Multicollinearity Test Results

Variable	<i>Collinearity Statistics</i>		Result
	Tolerance	VIF	
Product Quality (X1)	0.173	5.777	No Multicollinearity Occurs
Quality of Service (X2)	0.173	5.777	No Multicollinearity Occurs

Source: data processed by researchers (2024)

From Table 11, the tolerance value for product quality and service quality is 0.173, exceeding 0.10. In addition, the VIF value for both variables is 5.777, below 10. It concludes that there is no indication of a multicollinearity problem between the two variables.

Heteroscedasticity Test

Table 12. Heteroscedasticity Test Results

Type		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-0.666	1.107		-0.602	0.55
	Product Quality	-0.036	0.045	-0.275	-0.798	0.429
	Quality of Service	0.069	0.058	0.406	1.18	0.244

Source: data processed by researchers (2024)



Based on Table 12, the significance value on product quality is 0.429 and on service quality is 0.244, where both exceed the threshold value of 0.05. It shows that there is not enough evidence to conclude that there is heteroscedasticity in all variables.

Hypothesis Testing

Test t

Table 13. Test Results t

Type	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients		
	B		Beta		
(Constant)	2.714	1.764		1.538	0.131
1 Product Quality	-0.145	0.066	-0.386	-2.217	0.031
Quality of Service	0.584	0.087	1.17	6.713	0

a. Dependent Variable: Customer Satisfaction

Source: data processed by researchers (2024)

Based on table 13, the partial influence will be explained as follows:

1. The influence of the Product Quality variable on Customer Satisfaction was confirmed to be significant with a value of 0.031, lower than the threshold of 0.05. The research hypothesis (H1) is acceptable. These results show that product quality has an effect on consumer/customer satisfaction partially.
2. The influence of service quality variables on customer satisfaction was confirmed to be significant with a value of 0.000, lower than the threshold of 0.05. Thus, the research hypothesis (H2) is acceptable, this result shows that service quality affects consumer/customer satisfaction partially.

Test f

Table 14. Test Results f

ANOVA ^a					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	108.105	2	54.053	57.640	.000b
Residual	44.075	47	0.938		



Total	152.180	49
a. Dependent Variable: Customer Satisfaction		
b. Predictors: (Constant), Service Quality, Product Quality		

Source: data processed by researchers (2024)

Based on table 14, the simultaneous effect will be explained as follows: The influence of product quality and service quality variables on customer satisfaction was confirmed to be significant with a value of 0.000, lower than the threshold of 0.05. The research hypothesis (H3) is acceptable. These results show that product quality and service quality simultaneously have a significant influence on consumer or customer satisfaction.

Coefficient of Determination Test

Partial Coefficient of Determination Test

1. The Effect of Product Quality on Customer Satisfaction

Table 15. Partial Determination Coefficient Test Result (X1)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779a	0.607	0.598	1.117

a. Predictors: (Constant), Product Quality

Source: data processed by researchers (2024)

Based on table 15, the Coefficient of Determination (R Square) of 0.607 or 60.7% indicates that the product quality variable significantly affects customer satisfaction. This means that most of the variation in customer satisfaction levels can be interpreted by the variation in the quality of the product being studied.

2. Service Quality to Customer Satisfaction

Table 16. Results of the Partial Coefficient of Determination Test (X2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.825a	0.680	0.673	1.007
a. Predictors: (Constant), Service Quality				

Source: data processed by researchers (2024)

Based on table 17, the determination coefficient (R Square) of 0.680 or 68% indicates that the service quality variable significantly affects customer satisfaction. This means that most of the variation in customer satisfaction levels can be interpreted by the variation in the quality of service studied.

Simultaneous Determination Coefficient Test

Table 17. Results of the Simultaneous Coefficient of Determination Test

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843a	0.710	0.698	0.968
a. Predictors: (Constant), Product Quality, Service Quality				

Source: data processed by researchers (2024)

The R Square on Table 17, is 0.710 or 71%, indicating that most of the variation in customer satisfaction can be interpreted by product quality and service quality. This confirms that these two variables affect Customer Satisfaction simultaneously. About 29% of the unexplained variation is likely due to a variety of other factors that are not covered in this analysis.

Conclusion

Based on the results of the research and analysis that has been tried, some of the main conclusions can be drawn as follows, product quality has a significant influence on customer satisfaction at Mujigae Resto Mall Summarecon Bekasi. The results of the t-test showed a value of 0.031 lower than the threshold of 0.05, indicating that H1 was accepted. This means that this result shows that product quality has an effect on consumer satisfaction/customer partially. The quality of service also has a significant influence on customer satisfaction at Mujigae Resto Mall Summarecon Bekasi. The results of the t-test showed a value of 0.000 lower than the threshold of 0.05, indicating that H2 was accepted. This means that this result shows that service



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quality affects consumer/customer satisfaction partially. The quality of products and services together affect customer satisfaction, as tested by the results of the f test (Simultaneous Test) which shows a value of 0.000 lower than the threshold of 0.05, which indicates that H3 is accepted. This means that this result shows that product quality and service quality simultaneously have a significant influence on consumer or customer satisfaction. In the determination coefficient test proves the R Square value of 0.710 or 71%, indicating that most of the variation in customer satisfaction can be interpreted by product quality and service quality. This confirms that these two variables affect Customer Satisfaction simultaneously. Approximately 29% of the unexplained variation is likely due to a variety of other factors/other variables that are not covered in this analysis.

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