

# EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY AGAINST CONSUMER SATISFACTION CASE STUDY ON UKM WAWARUNGAN IJOT, CIMAHI CITY

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## ABSTRACT

This research was conducted on consumers of UKM Wawarungan Ijot, Cimahi City. The purpose of this research is to find out how much influence the influence of Product Quality and Service Quality has on Customer Satisfaction either partially or simultaneously. The research method that will be used in this research is descriptive and associative method. In this study, the unit of analysis is the individual, namely the consumer of MSMEs Wawarungan Ijot Cimahi. The sample in this study were 114 respondents. The sampling technique is random sampling. The research method uses multiple linear regression. The results of the study show that there is a simultaneous positive effect on product quality and service quality on MSME consumer satisfaction in Wawarungan Ijot Cimahi. The implications of the Wawarungan Ijot Cimahi MSME research can make various improvements to product resilience, new innovations, consistency in service.

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## 1. INTRODUCTION

Competition in the business world is getting tighter as it is today, all business actors must be more creative and innovative in creating various product inventions and providing good service to their consumers so that they become superior to their competitors. Competition that is always there encourages the release of creative ideas that can create products that provide added value to consumers.

The Central Bureau of Statistics (BPS) stated that Indonesia's economic progress remained stable. in 2022 overall economic growth is 5.31% (year-on year). Going forward, economic growth is expected to remain in the range of 4.5-5.3% in 2023 [1].

For business people who are still small-scale or MSMEs (Micro, Small and Medium Enterprises) can also influence business development in Indonesia. According to Law no. 20 of 2008, MSMEs are productive economic enterprises carried out by individuals or business entities and meet the criteria for ownership and annual net worth [2].

One of the company's main focuses is product quality, which is one of the important policies in increasing product competitiveness to provide customer satisfaction. Product quality is the ability of the product to perform its function, such as durability, reliability and accuracy [3].

Service Quality is closely related to Consumer Satisfaction. Business actors must find ways to maintain and improve service quality because poor service will make consumers dissatisfied and encourage others to go to other restaurants [4].

The following is turnover data for UKM Wawarungan Ijot Kota Cimahi from 2018 to 2022.

Table 1. Wawarungan MSME Turnover Data Ijot Cimahi 2018-2022 years

No	Year	Turnover
1	2018	Rp. 94,000,000
2	2019	Rp. 170,000,000
3	2020	Rp. 145,000,000
4	2021	Rp. 207,000,000
5	2022	Rp. 276,000,000

Sumber: Diolah peneliti 2023

It can be seen that the turnover from 2018 to 2022 shows an increase and decrease every year which causes things that need to be maintained and need to be improved in maintaining stable turnover.

Based on the description above, about the importance of product quality and service quality to consumer satisfaction. Researchers conducted a pre-survey in January 2023 using a questionnaire which was distributed to MSMES consumers in Wawarungan Ijot, Cimahi City, with 20 respondents.

Following is the result of the pre-survey related to product quality variables, the researcher defines several phenomena of product quality as follows: that consumers who disagree with the complete menu variation are as much as 60%, they do not agree with the distinctive taste image as much as 50%, and they do not agree with quantity/portion as expected by 70%.

Meanwhile, as a result of the pre-survey related to service quality variables, researchers determined several phenomena of service quality as follows: that consumers who disagreed with responsiveness in serving as much as 55%, and disapproved of the appearance of neat and attractive personnel 70%.

Furthermore, as a result of the pre-survey related to consumer satisfaction variables, researchers define several phenomena of customer satisfaction as follows: consumers who disagree from being satisfied with the services provided are as much as 60%, and who do not agree from being satisfied with the products provided are as much as 50%.

Based on the results of the pre-survey above, there are still consumers who disagree with the statements made. This shows that there is still a decline in product quality, service quality which makes consumer satisfaction decrease. In accordance with research, the importance of product quality and service quality to consumer satisfaction in MSMES Wawarungan Ijot Cimahi City.

Researchers use previous researchers to assist this research. In line with the research "The Influence of Product Quality and Service Quality on Consumer Satisfaction at Nelongso Jember Fried Chicken Restaurant" researched by Iis Maulidah, Joko Widodo, and Mukhamad Zulianto (2019), product quality and service quality have a significant influence on consumer satisfaction [5].

The previous description became the basis for researchers at MSMES Wawarungan Ijot Kota Cimahi to carry out controls to investigate product quality and service quality on consumer satisfaction. This research is important to know the elements that have an impact on customer satisfaction and can be used as evaluation material to determine what needs to be maintained and improved. Apart from that, it is hoped that this research will be useful for MSMEs, especially MSMES Wawarungan Ijot Cimahi City.

### **1.1. Effect of Product Quality on MSME Satisfaction**

Quality products are anything that can meet the needs of the company that is considered, requested, and used by consumers. Product quality can affect consumer satisfaction, and the level of customer satisfaction depends on the quality of the company's products [3].

In a research journal written by Iis Maulidah, Joko Widodo, and Mukhamad Zulianto entitled "The Influence of Product Quality and Service Quality on Consumer Satisfaction at Nelongso Jember Fried Chicken Restaurant" which states that there is a significant influence of product quality on consumer satisfaction at Chicken Restaurants. Fried Nelongso Jember is 39.2% and the remaining 40.7% is influenced by other variables. So it can be concluded that product quality can affect consumer satisfaction [5].

The conclusion is that product quality is a variable that influences the level of customer satisfaction in a company. The higher the level of product quality, the higher the level of customer satisfaction.

### **1.2. The Effect of Service Quality on MSME Satisfaction**

Service quality can be defined as the consumer's perception of the quality of services provided and the level of service expected. If the service is received or perceived as expected, then the service quality is considered good and satisfactory. The resulting satisfaction can encourage customers to buy the product again and will eventually become loyal customers [4].

In a research journal written by Mush'Ab Ihsan, Mu'tashim and Alim Setiawan Slamet entitled "The Influence of Product Quality and Service Quality on Consumer Satisfaction (Case Study at Coffee Shops in Bogor City) with a cronbach's alpha value of 0.897 that this variable is stated valid and there is an influence between product quality and consumer satisfaction [6].

It can be concluded that service quality affects customer satisfaction. If the level of service provided is good, then the level of customer satisfaction will increase.

### **1.3. The Effect of Product Quality and Service Quality on MSME Satisfaction**

Kotler stated that product quality consists of a set of characteristics and properties of a product or service that is designed to meet stated or implied needs. Companies must consider customer tastes when making products that will be offered so that customers feel satisfied. If product quality is improved, consumer buying behavior will also increase and can affect customer satisfaction. Service quality is also a component that influences customer satisfaction because customers not only look for products that suit their tastes but also get satisfying service. Service is not only how the waiter serves them, but also a comfortable and clean place and facilities that meet customer needs. Good service quality from the company will have an impact on customer satisfaction [3].

In a research journal written by Nel Arianty entitled "The Influence of Service Quality and Product Quality on Consumer Satisfaction of Samsung Mobile Phones" it was concluded that the variables of Product Quality and Service Quality have an effect on Consumer Satisfaction [7].

It can be concluded that product quality and service quality affect consumer satisfaction because if product quality is improved, consumers will feel satisfied. Likewise, good service quality can also have a good impact on customer satisfaction.

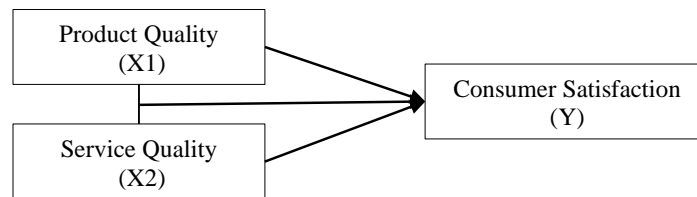


Figure 1. The research paradigm

## 2. RESEARCH METHOD

### 2.1. Research Design

The research method used in this research is descriptive method and associative method. Descriptive method is research conducted to determine the value of independent variables, between two or more variables, without making comparisons or connecting with other variables. The associative method is research to make a relationship between two or more variables [8].

### 2.2. Population and Sampling Technique

The population is a collection of subjects from the problem to be studied [8]. The population in this study were consumers of Wawarungan Ijot, which consisted of 160 consumers. The sample is part of the population, the sample contains subjects or members selected from the population. The researcher's sampling technique used random sampling of 160 consumers. The number of samples is determined by the Slovin formula:

$$n = \frac{N}{1 + N(e^2)} = \frac{160}{1 + 160(0,0025^2)} = 114$$

Information:

n = sample size

N = Population size

e = desired critical value 5%

Based on the calculation of the Slovin formula, a sample of 114 consumer respondents is obtained.

### 2.3. Operational Variabel

For more details, the table below presents the operational variables as follows:

Variable	Definition	Dimension	Indicator	Scale	Item
Product Quality (X1 Variable)	Product quality, according to Kotler and Keller (2016), is defined as the product's ability to perform its functions, such as durability, reliability, and accuracy, which are obtained as a whole [3].	Shape	Consistent product form	Ordinal	1
		Product features	Attractive product shape	Ordinal	2
			A wide selection of product menu variants	Ordinal	3
			Distinctive product taste image compared to competitors	Ordinal	4
			Always use quality raw materials	Ordinal	5
		Performance	The products presented are always of good quality	Ordinal	6
		Determination or suitability	Products sold according to the available menu book	Ordinal	7
			Products are presented according to the order	Ordinal	8
		Durability	Products can last a long time	Ordinal	9
			Product condition remains good when sent out of town	Ordinal	10
		Style	Attractive product	Ordinal	11

Service Quality (X2)	Kotler and Keller (2019), service quality can be defined as consumers' assessment of the level of service they receive compared to the level of service expected if the service is received or perceived according to consumer expectations [4].	Design	appearance				
			Attractive product packaging	Ordinal	12		
			Products are packed securely	Ordinal	13		
		Reliability	Attractive product logo	Ordinal	14		
			design				
			Fast and responsive service	Ordinal	1		
		Physical Evidence	Service always appropriate in accordance desire	Ordinal	2		
			Appearance employee clean and tidy	Ordinal	3		
			Equipment clean, and safe eating	Ordinal	4		
		Sensitivity	Service friendly and courteous	Ordinal	5		
			Always help consumer moment something is needed with friendly	Ordinal	6		
		Guarantee		Ordinal	7		
			Give knowledge about product moment serve consumer				
		Satisfaction consumers (Y)	Satisfaction, according to Kotler and Keller (2016), is feeling like or disappointed someone made _ with compare performance or results product or perceived service _ with what is expected [3].	Empathy	Always give receipt purchase after do transaction	Ordinal	8
					Always Understand desire consumer	Ordinal	9
					Always give attention special to consumer	Ordinal	10
Still loyal	Product always in accordance hope			Ordinal	1		
	Always buy repeatedly (re - <i>peat orders</i> )			Ordinal	2		
Buy product offered _	Always interested If there is variant product latest			Ordinal	3		
	Always buy If there is variant product latest			Ordinal	4		
Recommend product	Recommend to others			Ordinal	5		
	Invite relatives/family for buy product			Ordinal	6		
Give input	Give suggestions/input for quality product more good			Ordinal	7		
	Give suggestions/input for quality service more good	Ordinal	8				

Source: Processed researcher 2023

### 3. RESULTS AND ANALYSIS

#### 3.1. Research Results Descriptive

##### 3.1.1. Analysis Descriptive Quality Products at MSMES Wawarungan Ijot Cimahi

in line with findings observations made on 114 respondents through deployment questionnaire, and based on distribution frequency as well as weighting every indication on variables exception product, notes furthermore known:

Table 3. Categories evaluation

Total Score	Category
114–204	Very Not Good
205–295	Not good
296–386	Enough
387–477	Good
478–568	Very good

Source: Processed Researcher 2023

Table 4. Recapitulation Variable Quality Product

Dimensions	item number	Totally Agree (5)		Agree (4)		Enough (3)		Disagree (2)		Strongly Disagree (1)		Weight
		F	B	F	B	F	B	F	B	F	B	
Form	X1	12	60	43	172	51	153	7	14	1	1	400
	X2	8	40	49	196	49	147	7	14	1	1	398
Features _ product	X3	7	35	66	264	34	102	6	12	1	1	414
	X4	44	220	63	252	6	18	0	0	1	1	491
Kiner	X5	9	45	46	184	47	141	11	22	1	1	393
	X6	16	80	70	280	23	69	3	6	2	2	437
Determination and suitability	X7	6	30	40	160	52	156	15	30	1	1	377
	X8	3	15	63	252	43	129	4	8	1	1	405
Resilience _	X9	1	5	40	160	35	105	36	72	2	2	344
	X10	3	15	35	140	61	183	13	26	2	2	366
Style	X11	5	25	53	212	44	132	11	22	1	1	392
	X12	3	15	58	232	37	111	14	28	2	2	388
Design	X13	10	50	43	172	47	141	13	26	1	1	390
	X14	5	25	38	152	55	165	14	28	2	2	372
Weight Value Highest												491
Weight Value Lowest												344
Average Weight actual												397.6

Source: Processed Researcher, 2023

Based on the results of the recapitulation above, in the Product Quality variable (X1) obtained from the results of distributing the questionnaires it can be seen that the average value of the product quality variable is 397.6 where this value, if interpreted, is included in the range 387-477 with the category " OK . " above findings \_ show that the " Product can last long" has meaning mark weight actual Lowest of 344. With mark weight actual 491, the statement " Distinctive product taste image compared competitors " have mark weight actual highest.

### 3.1.2. Analysis Descriptive Quality Services at MSMES Wawarungan Ijot Cimahi

Table 5. Recapitulation Variable Quality Service

Dimensions	item number	Totally Agree (5)		Agree (4)		Enough (3)		Disagree (2)		Strongly Disagree (1)		Bobot
		F	B	F	B	F	B	F	B	F	B	
reliability	X1	38	190	63	252	12	36	0	0	1	1	479
	X2	1	5	55	220	43	129	10	20	5	5	379
Physical Evidence	X3	3	15	44	176	51	153	13	26	3	3	373
	X4	5	25	56	224	44	132	8	16	1	1	398
Sensitivity	X5	12	60	41	164	46	138	12	24	3	3	389
	X6	6	30	56	224	38	114	13	26	1	1	395
Guarantee	X7	6	30	48	192	50	150	8	16	2	2	390
	X8	1	5	30	120	56	168	23	46	4	4	343
Empathy	X9	6	30	25	100	67	201	11	22	5	5	358
	X10	5	25	53	212	45	135	10	20	1	1	393
Weight Value Highest												479
Weight Value Lowest												343
Average Weight actual												389.7

Source: Processed Researcher, 2023

Based on the results of the recapitulation above, the variable Quality of Service ( X 2 ) obtained from the results of distributing the questionnaires can be seen that the average value of the variable quality of service is equal to 389.7 where this value, if interpreted, is included in the range 387 – 477 in the "Good" category . above findings \_ show that the statement " Always give receipt purchase after do transaction " has meaning mark weight actual Lowest of 343. With mark weight actual 479, the statement " Service fast and responsive " has mark weight actual highest.

### 3.1.3. Analysis Descriptive Satisfaction in UKM Wawarungan Ijot Cimahi

Table 6. Recapitulation Variable Satisfaction Consumer

Dimensions	item number	Strongly agree (5)		Agree (4)		Enough (3)		Don't agree (2)		Strongly Disagree (1)		Weight
		F	B	F	B	F	B	F	B	F	B	
Remain loyal	X1	5	25	60	240	41	123	7	14	1	1	403
	X2	5	25	56	224	42	126	8	16	3	3	394
Buy Products Offered	X3	2	10	35	140	58	174	15	30	4	4	358
	X4	1	5	32	128	59	177	17	34	5	5	349
Recommend Products	X5	7	35	54	216	37	111	15	30	1	1	393
	X6	44	220	60	240	8	24	1	2	1	1	487
Provide Feedback	X7	7	35	49	196	42	126	15	30	1	1	388
	X8	11	55	62	248	33	99	7	14	1	1	417
Highest Weight Value												487
Lowest Weight Value												349
Actual Weight Average												398.6

Source: Processed researcher, 2023

Based on the results of the recapitulation above, on the variable Satisfaction Consumer (Y) obtained from the results of distributing the questionnaires, it can be seen that the average value of the service quality variable is 398.6 where this value, if interpreted, is included in the range 387 - 477 with the "Good" category . above findings \_ show that the statement “ Always buy If there is variant product latest ” have meaning mark weight actual Lowest of 349. With mark weight actual 487, the statement “ Invite relatives / family For buy ” have mark weight actual highest.

### 3.1.4. Influence Quality Products And Quality Service To Satisfaction Consumers in SMEs Wawarungan Ijot Cimahi (By partial)

Study This tested with use analysis multiple linear regression. There are two factors independent in study this that is quality product and quality service with One variable dependent that is satisfaction consumer. Results below This show significance influence quality product and quality service to satisfaction consumer:

Table 7. Multiple linear regression

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	std. Error	Betas	t	
1	(Constant)	1,517	1879		.807	.421
	Quality Product	.292	.050	.453	5,860	.000
	Quality Service	.357	.065	.423	5,478	.000

a. Dependent Variable: Satisfaction Consumer

Source: Data processed by SPSS, 2023

From the output table above obtained  $\beta$  value of 1.517, X1 of 0.292. and X2 of 0.357 With thus , equation multiple linear regression which will be formed is as following:

$$Y = 1.517 + 0.292X_1 + 0.357X_2$$

From the equation the so can be interpreted as following :

- constant value  $\beta_0 = 1.517$  means show magnitude variable Satisfaction Consumers who don't influenced by quality product and Quality Service can interpreted at the time mark quality product and Quality Service The same with zero (0) or No experience change so mark Satisfaction Consumer will still The same or of 1,517.
- Coefficient value regression For variable quality product on the equation regression showing mark positive 0.292 X1, then can interpreted that If quality product increase so satisfaction consumer will increase of 0.292.
- constant value  $\beta_0 = 1.517$  means show magnitude variable Satisfaction Consumers who don't influenced by quality product and Quality Service can interpreted at the time mark quality product and Quality Service The same with zero (0) or No experience change so mark Satisfaction Consumer will still The same or of 1,517.

- d. Coefficient value regression For variable quality service on equality regression showing mark positive 0.357 X2, then can interpreted that If quality service increase so satisfaction consumer will increase of 0.357.

Partial test (t-test) was performed For know is quality product and price in a manner Partial influential to decision purchase or no . T-test results in research This is as following:

Table 8. Test Results t

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	1,517	1879		.807	.421
	Quality Product	.292	.050	.453	5,860	.000
	Quality Service	.357	.065	.423	5,478	.000
a. Dependent Variable: Satisfaction Consumer						

a. Dependent Variable: Satisfaction Consumer

Source: Processed by SPSS, 2023

t test with level  $\alpha=5\%$ , it is known that  $n=114$ , with  $df = nk-1(114-2-1)$  ie  $df = 111$  then mark ttable was 1982. Influence Quality Product to Satisfaction Consumer obtained mark tcount 5,860 > ttable 1,982 with probability significance Quality Product (X1) at the 0.000 level. In accordance with criteria when mark significance <0.05, then H0 is rejected and H1 is accepted, which means quality product in a manner Partial influential significant to satisfaction consumers in Wawarungan SMEs Ijot in Cimahi City. It means If quality product the more good so satisfaction consumer will experience improvement.

t test with level  $\alpha=5\%$ , it is known that  $n=114$ , with  $df = nk-1(114-2-1)$  ie  $df = 111$  is 1,982. Influence Quality Product to Satisfaction Consumer obtained mark tcount 5.478 > ttable 1.982 with probability significance Quality Service (X2) at the 0.000 level. In accordance with criteria when mark significance <0.05, then H0 is rejected and H1 is accepted, which means quality Service in a manner Partial influential significant to satisfaction consumers in Wawarungan SMEs Ijot in Cimahi City. It means If quality service the more getting better so satisfaction consumers will too experience improvement.

### 3.1.5. Influence Quality Products and Quality Service To Satisfaction Consumers in SMEs Wawarungan Ijot Cimahi (By Simultaneous)

stage is to examine the effect of product quality and quality Simultaneous service to consumer satisfaction at MSMES Wawarungan Ijot Cimahi.

Table 9. F test results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1189674	2	594,837	101,385	.000 <sup>b</sup>
	residual	651,247	111	5,867		
	Total	1840921	113			

a. Dependent Variable: Satisfaction Consumer

b. Predictors: (Constant), Quality Service, Quality Product

Source: Processed by SPSS, 2023

H0 :  $\beta_1, \beta_2 = 0$  : Not found influence quality product and quality Service to Satisfaction Consumers in MSMES Wawarungan Ijot in Cimahi City.

H1 :  $\neq \beta_1, \beta_2 \neq 0$ : Yes influence quality product and quality Service to Satisfaction Consumers in MSMES Wawarungan Ijot in Cimahi City

Based on results analysis from table above , is obtained Fcount of 101,385 meanwhile mark FTable at level real ( $\alpha$ ) 5% with  $df_1 = k - 1 = 3 - 1 = 2$  and for  $df_2 = n - k = 114 - 3 = 111$ . So get it mark Ftable Amounting to 3.08.

Table 10. Conclusion of the F test results

Compute F Value	Table F value	Conclusion
101,385	3.08	Significant

Source: Processed by SPSS, 2023

Based on table above \_ can taken conclusion that results calculation statistics show mark Fcount 101.385 > Ftable 3.08. The significance value is 0.000 <0.05, then H0 is rejected and H1 is accepted,

meaning quality product and quality Service in a manner simultaneous influential significant to Satisfaction Consumers in MSMES Wawarungan Ijot in Cimahi City.

### 3.1.6. Coefficient Determination

Coefficient determination function for show How variation mark variable related influenced by variations mark variable free. In other words, the coefficients determination This used for measure how much Far variable free in explained variable bound. Coefficient results determination in research This is as following:

Table 11. Coefficient Determination

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.804 <sup>a</sup>	.646	.640	2.42221
a. Predictors: (Constant), Quality Service, Quality Product				
Source: Processed by SPSS, 2023				

Based on table 4.56 above, it shows that the coefficient of determination between product quality (X1) and service quality (X2) simultaneously on consumer satisfaction (Y) is 0.646. Based on table 4.54, it can be seen that the coefficient of determination ( $R^2$ ) is 0.646, meaning that the influence of product quality and service quality on consumer satisfaction is 0.646 or (0.646 x 100%) 64.6% and the remaining 35.6% is explained by other factors not examined. in this research.

To determine the influence of each independent variable on the dependent variable, calculations are performed using the formula Beta x Zero Order x 100%. Beta is the standardized regression coefficient, while zero order is the partial correlation of each independent variable to the dependent variable. By using SPSS, the Beta and Zero Order values are obtained as follows:

Table 12. Coefficient determination Partial

Coefficients <sup>a</sup>			
Model		Standardized Coefficients Betas	correlations Zero-order
1	(Constant)		
	Quality Product	.453	.742
	Quality Service	.423	.733
a. Dependent Variable: Satisfaction Consumer			
Source: Processed by SPSS, 2023			

The following presents the results of the partial influence of the independent variables on the dependent variable with the Beta x Zero Order formula:

a. Product Quality (X1) =  $0.453 \times 0.742 = 0.336$  or 33.6%

b. Quality of Service (X2) =  $0.423 \times 0.733 = 0.310$  or 31.0%

From the calculation results above, it can be seen that the most dominant variable on satisfaction is product quality at 33.6%, while service quality is at 31.0%.

## 3.2. Discussion

### 3.2.1. How much influence quality product to satisfaction Wawarungan MSME consumers Ijot Cimahi

Based on the results of the partial test (t test) for product quality (X1) shows that tcount 5,860 > ttable 1,981 with a significant probability of product quality at the level of  $0.00 < 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, which means that product quality partially has a significant effect on consumer satisfaction on UKM Wawarungan Ijot. This means that if the product quality is getting better, consumer satisfaction will also increase. Product quality variables contribute or influence consumer satisfaction by 33.6%.

Product quality is a very important factor in making purchasing decisions. Because consumers tend to choose high-quality products, because consumers think these products can better meet their needs and desires [3].

The results of this study are in line with previous research conducted by Iis Maulidah, Joko Widodo, and Mukhamad Zulianto entitled "The Influence of Product Quality and Service Quality on Consumer Satisfaction at Nelongso Jember Fried Chicken Restaurant" which concluded that there was a significant influence on product quality and product quality. service to customer satisfaction at Nelongso Jember Fried Chicken Restaurant by 79.9%, while the remaining 20.1% is influenced by other variables not examined [5].



From the research that has been done, it can be concluded that product quality partially has a significant effect on consumer satisfaction. This means that if the product quality is getting better, consumer satisfaction will also increase.

### **3.2.2. How much influence quality service to satisfaction Wawarungan MSME consumers Ijot Cimahi**

Based on results testing partial (t test) for quality service (X2) shows that  $t_{count} 5.478 > t_{table} 1.981$  with probability significance quality service at level  $0.00 < 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, which means quality service in a manner Partial influential significant to Satisfaction Consumers in MSMES Wawarungan Ijot. It means If quality service the more good so Satisfaction Consumers will too the more increase. Variable quality service give contribution or influence to Satisfaction Consumer by 31.0%.

Quality service is form evaluation consumer to level service received \_ with level expected service. \_ If service received \_ or felt in accordance to be expected, then quality perceived service \_ good and satisfying. Satisfaction that has formed can push consumer For do purchase repeat and wait will become customer loyal [4].

Research results This in line with study previously carried out by Wala Erpurini, Nur Alamsyah, and Rimbun Kencana entitled "Influence \_ Quality Products and Quality Service To Satisfaction Consumers and Their Impact on Trust Lazada consumers" who concluded that There is Influence variable Quality Product (X1) and Quality Service (X2) on the variable Satisfaction Consumer (Y) with R Square value of 0.903 which means that variability variable dependent that is Satisfaction Consumers who can explained by variables independent that is amount Quality Products and Quality Service in study This is as big so 90.3%, meanwhile the rest as big so 9.7% is explained by other variables outside the research model. [9]

From the research that has been done so can concluded that Quality Service in a manner Partial influential significant to Satisfaction Consumers. It means If Quality Service the more good so Satisfaction Consumers will too the more increase.

### **3.2.3. How much influence quality product and quality service to satisfaction Wawarungan MSME consumers Ijot Cimahi**

Based on results testing simultaneously (F test) was obtained mark  $F_{count} 101.385 > F_{table} 3.08$  with mark significance of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning quality product and quality service in a manner simultaneous influential significant to Satisfaction Consumers in MSMES Wawarungan Ijot. Coefficient supporting determination \_ variable quality product and quality service in a manner simultaneous to Satisfaction Consumers in MSMES Wawarungan Ijot is as big by 64.6%.

In increasing satisfaction consumer Where quality product is an important factor in support the business that is being run, because with own good quality of the products sold \_ will can give guarantee to consumers, besides That for satisfaction \_ consumer can achieved with fast and max perpetrator business must can apply quality service \_ to consumer with give service from beginning until finished consumer do purchase. [3]

In determining product to be offered, company must adjust to taste consumer to consumer feel satisfied. If quality product improved, then behavior consumer for do purchase will also increase as well as can influence satisfaction consumer. Other influencing factors satisfaction consumer is quality service. Because consumer No only look for suitable product \_ with appetite they but also satisfactory service. \_ Quality good service \_ from company will impact Good that is satisfaction consumer [3].

Research results This in line with study previously carried out by Mush'Ab Ihsan, Mu'tashim and Alim Setiawan Slamet entitled "Influence \_ Quality Products and Quality Service to Satisfaction Consumers (Case Study at Coffeeshop in Bogor City)" which concluded that Quality Products and Quality Service influential significant to Satisfaction Consumers at CoffeeShop Bogor City [6].

Based on results research that has done so can concluded that quality product and quality service influential in a manner simultaneous to satisfaction consumer. this \_ prove in operate MSME business is matter important for apply from quality product and quality service in reach satisfaction consumer.

## **4. CONCLUSION**

- a. Quality product in a manner Partial influential positive and significant to satisfaction consumers in Wawarungan SMEs Ijot in town cimahi.
- b. Quality service in a manner Partial influential positive and significant to satisfaction consumers in Wawarungan SMEs Ijot in town cimahi.
- c. Quality Products and Quality service in a manner simulant influential positive and significant to satisfaction consumers in Wawarungan SMEs Ijot in town cimahi.
- d. The Wawarungan Ijot MSME business actors in Cimahi City are expected to maintain the quality of the products used from the raw materials used to the presentation of the product, as well as maintain the taste image of the product or improve the existing taste with a better taste and quality.
- e. MSME entrepreneurs in Wawarungan Ijot in Cimahi City should maintain the quality of service and improve it in terms of implementing existing rules.

- f. MSME entrepreneurs in Wawarungan Ijot in Cimahi City should improve product quality and service quality because this is very important in terms of achieving consumer satisfaction.

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