

The influence of service and product quality on customer satisfaction at Eiyo Koffie in Banjarmasin

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Abstract

This study aims to analyze the influence of service quality and product quality on customer satisfaction at Eiyo Koffie in Banjarmasin. The population consists of all consumers who have visited and made purchases at Eiyo Koffie. Since the exact number of the population is unknown, the sample size was determined using the Lemeshow formula, resulting in 43 respondents. Data were collected through questionnaires and analyzed using multiple linear regression analysis to determine both the simultaneous and partial effects of the independent variables on customer satisfaction. The research findings indicate that service quality and product quality simultaneously have a significant influence on customer satisfaction. Partially, both variables have a positive and significant effect, with product quality having the dominant influence on improving customer satisfaction. This implies that the higher the quality of products offered and the better the service provided, the more satisfied customers will be with their overall experience at the café. The results of this study emphasize the importance for café management to maintain and continuously enhance both product and service quality in order to increase customer loyalty and business competitiveness. Therefore, focusing on consistent product taste, presentation, and friendly service will help strengthen Eiyo Koffie's position in the increasingly competitive coffee shop industry in Banjarmasin.

Keywords: service quality, product quality, customer satisfaction, café management

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1. Introduction

Marketing plays a crucial role in business as it creates customer value and builds strong relationships. It involves not only product promotion but also strategies to understand and meet customer needs, delivering products that match expectations. Effective marketing enables companies to reach target markets accurately, boost sales, and foster customer loyalty, which contributes to long-term profitability. According to Mega and Agustina (2018), service quality is a key element in marketing strategy that significantly influences customer satisfaction. Proper, fast, and friendly service attracts customers, builds loyalty, and enhances brand image, while poor service can lead to dissatisfaction and damage the company's reputation. Mega and Agustina (2018) also highlight that product quality plays a vital role in influencing customer satisfaction. High-quality, durable, and need-oriented products increase satisfaction and loyalty, as customers who are pleased with a product are more likely to repurchase and recommend it. Conversely, low product quality can cause dissatisfaction, complaints, and harm to the brand's image. Moreover, customer satisfaction is the ultimate goal of every business, as satisfied customers tend to become loyal and promote products through positive word-of-mouth.

Eiyo Koffie in Banjarmasin offers various food and beverage options with distinctive flavors.

However, a decline in net profit from 2021 to 2024 indicates challenges that need attention. Factors such as less competitive menu prices, limited promotions, inconsistent service quality, and communication issues between staff and customers contribute to this problem. Poor service can cause customers to switch to competitors offering better experiences. In addition, inconsistencies in taste and presentation as well as lack of product innovation affect customer satisfaction. To improve competitiveness, Eiyoko Koffie must enhance both service and product quality by ensuring responsiveness, friendliness, consistent quality, and continuous innovation.

Service quality, according to Mado et al. (2024), reflects how well a service meets or exceeds customer expectations. It is shaped by staff behavior and the way services are delivered, emphasizing human interaction and effective communication. Based on the SERVQUAL model (Suharyanta & Qurrota A'yunin, 2022), service quality includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, Kotler and Armstrong (2016) define a product as anything offered to satisfy needs or wants, including goods and services. Product quality indicators include customer satisfaction, features, reliability, conformance, and durability.

Customer satisfaction, as defined by Kotler and Keller (2016), is a feeling of pleasure or disappointment after comparing perceived performance with expectations. When customers' expectations are met or exceeded, they feel satisfied; otherwise, they are dissatisfied. Lovelock and Wirtz (2011) describe satisfaction as an attitude formed through experience and evaluation of product attributes that fulfill consumption needs. Satisfied customers are more likely to remain loyal and contribute to company growth (Subroto, 2013). According to Irawan (2008), consumer satisfaction can be measured through indicators such as overall feelings of satisfaction, satisfaction with price fairness, and satisfaction with product packaging or performance.

Based on the conceptual framework, the following hypotheses are proposed:

- H1: Service quality and product quality simultaneously have a significant effect on customer satisfaction at Eiyoko Koffie.
- H2: Service quality and product quality partially have a significant effect on customer satisfaction at Eiyoko Koffie.
- H3: Product quality has the dominant influence on customer satisfaction at Eiyoko Koffie.

2. Research Design and Method

In this study, hypothesis testing was conducted to examine the relationships among variables that influence the research outcomes. The population consisted of all customers who had visited and made purchases at Eiyoko Koffie Banjarmasin during the research period. Since the exact number of the population was unknown or considered infinite, the researcher applied the Lemeshow (1997) formula, which is commonly used in survey research. Based on the calculation, a total sample of 43 respondents was obtained.

The statistical analysis in this study was carried out using SPSS version 25. The researcher conducted validity and reliability tests. The validity test was assessed using the correlation coefficient, with a criterion of $r > 0.3$, while the reliability of the questionnaire was measured using Cronbach's Alpha coefficient, with a threshold of $\alpha > 0.6$.

Before performing multiple regression analysis, several prerequisite tests were conducted, including classical assumption tests consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The normality and heteroscedasticity tests were considered valid if the significance value was greater than 0.05. Multicollinearity was tested using the Variance Inflation Factor (VIF), which should be less than 10, and a tolerance value greater than 0.01. The Durbin-Watson test was used to detect autocorrelation, with acceptable values ranging between 1.5 and 2.5.

3. Results and Discussion

Statistical Result

Instrument testing

The validity test results show that all items for each variable have correlation coefficient values greater than 0.3, indicating that the research instrument is valid. The reliability test also demonstrates that the instrument meets the reliability criteria, as all Cronbach's Alpha values are greater than 0.6. Therefore, the research instrument can be considered reliable and was subsequently distributed to the responde

Classical assumption testing

Based on the normality test, the obtained significance value was 0.200, which is greater than 0.05. This indicates that the residual data in this study are normally distributed. The multicollinearity test results show that the tolerance values for variables X1 and X2 are both 0.249, while the Variance Inflation Factor (VIF) values are 4.021. According to the decision criteria, tolerance values greater than 0.10 and VIF values less than 10 indicate the absence of multicollinearity. Thus, it can be concluded that the model is free from multicollinearity issues.

Furthermore, the results of the heteroscedasticity test show that the residual points are randomly scattered above and below the horizontal axis without forming any specific pattern. This indicates that the regression model in this study does not suffer from heteroscedasticity problems, confirming that the model fulfills the classical assumption requirements.

Multiple linear regression analysis

Based on Table 1, the Service Quality variable (X1) has a regression coefficient of 0.231 with a significance value of 0.000. Since the significance value is less than 0.05, it can be concluded that Service Quality has a positive and significant effect on Customer Satisfaction.

Meanwhile, the Product Quality variable (X2) has a regression coefficient of 0.649 with a significance value of 0.000. Because the significance value is smaller than 0.05, it can be concluded that Product Quality has a positive and significant effect on Customer Satisfaction.

Based on Table 1, it can be seen that the highest beta value is found in the Product Quality variable (X2), which is 0.704, compared to Service Quality (X1), which is 0.209. Therefore, the Product Quality variable is the most dominant factor influencing Customer Satisfaction.

Hypothesis testing

The F-test or simultaneous test was conducted to determine whether the independent variables jointly have a significant effect on the dependent variable. Based on Table 2, the calculated F-value is 77.434 with a significance value of 0.000. Since the significance value is less than 0.05 and the calculated F-value is greater than the F-table value ($77.434 > 3.23$), it can be concluded that the variables Service Quality (X1) and Product Quality (X2) simultaneously have a significant effect on Customer Satisfaction (Y).

Table 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
(Constant)	5.338	3.413	–	2.564	0.001	–	–
Service Quality (X1)	0.231	0.158	0.209	3.458	0.000	0.249	4.021
Product Quality (X2)	0.649	0.133	0.704	6.899	0.000	0.249	4.021

Source: SPSS Test Results (2025)

Table 2. Results of the F-Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	359.589	2	179.795	77.434	0.000
Residual	92.876	40	2.322		
Total	452.465	42			

Source: SPSS Test Results (2025)

Discussion

Based on the results of data analysis, this study demonstrates that service quality and product quality simultaneously have a significant effect on customer satisfaction at Eiyoko Koffie in Banjarmasin. This finding indicates that these two factors not only contribute independently but also complement each other in shaping positive perceptions and satisfying experiences among customers. The results affirm that customer satisfaction strategies cannot be implemented partially but must integrate improvements in both service and product quality simultaneously.

These findings align with the SERVQUAL model developed by Parasuraman et al. and the perspectives of Kotler and Keller (2016), which emphasize that customer satisfaction is achieved when the services and products provided meet or exceed consumer expectations. In the context of Eiyoko Koffie, service quality encompasses the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, while product quality includes performance, features, reliability, conformance, and durability, reflecting the consistency of taste, presentation, and value in every menu item. In other words, positive customer impressions are shaped by the synergy between pleasant staff interactions and high-quality offerings.

The integration of these two aspects serves as a key factor for business success. Friendly service accompanied by disappointing products reduces perceived value, while high-quality products delivered with poor service diminish customer appeal. This finding is consistent with studies by Kumrotin and Susanti (2021) and Bessie and Suki (2021), which found that the combination of product and service quality significantly enhances customer satisfaction.

The partial test (t-test) results show that service quality has a significant influence on customer satisfaction at Eiyoko Koffie. This finding highlights that service quality is not merely a supporting factor but a key determinant of whether customers feel satisfied. These results support the view of Mega and Agustina (2018), who asserted that service quality is an essential factor in creating customer satisfaction. Fast, friendly, and professional service not only creates memorable positive experiences but also increases customer loyalty and encourages repeat visits.

This aligns with the SERVQUAL model, which includes five main dimensions, that is, tangibles, reliability, responsiveness, assurance, and empathy. When consistently and effectively implemented, these dimensions significantly contribute to customer satisfaction. At Eiyoko Koffie, service aspects such as staff friendliness, promptness in serving orders, and clear explanations of the menu are among the most appreciated by customers. This finding is consistent with the research of Evi Laili Kumrotin and Ari Susanti (2021), as well as Juita Bessie and Niken Suki (2021), both of which confirmed that service quality significantly influences customer satisfaction. Therefore, focusing on strengthening service quality is a vital strategy for café management to retain customers and build long-term loyalty.

The partial test results also indicate that product quality has a significant effect on customer satisfaction at Eiyoko Koffie. This finding confirms that product quality directly shapes positive perceptions and enhances customer satisfaction. The success of retaining customers in the café business depends largely on maintaining consistent product quality that meets or exceeds customer expectations.

This finding aligns with Kotler and Armstrong (2016), who stated that product quality is a primary determinant of customer satisfaction. In the culinary industry, product quality includes authentic taste, appealing presentation, cleanliness, and consistency in serving. Furthermore, dimensions such as

performance, features, reliability, conformance, and durability are crucial in determining whether a product meets or exceeds customer expectations.

The results are consistent with studies by Al-May Farhan Alwi and Joko Mulyono (2023), which found that product quality is the most dominant factor influencing customer satisfaction. Similarly, Bayu Yudi Oktavian and Euis Soliha (2022) concluded that product quality is the main determinant in building customer satisfaction. The higher the customer's perception of product quality that is reflected in the enjoyable taste of coffee, use of fresh ingredients, aesthetic presentation, and continuous menu innovation, the greater their level of satisfaction. Therefore, maintaining consistent product quality should be a strategic priority for Eiyō Koffie's management to sustain customer satisfaction.

The dominance test results show that product quality is the most influential variable affecting customer satisfaction. Theoretically, this finding aligns with Kotler and Keller (2016), who emphasized that high-quality products are the foundation for long-term customer satisfaction. In the culinary industry, superior product quality in terms of taste, presentation, freshness, and consistency fosters recurring positive perceptions. These perceptions are essential in building customer loyalty, encouraging repeat visits, and generating effective word-of-mouth promotion.

In the context of Eiyō Koffie, the main reason customers return is not only the café's ambiance or friendly service but also the high quality of its food and beverages. Signature menu items such as Espresso, Latte, Red Velvet, Special Fried Rice, and Spaghetti Carbonara serve as major attractions. Therefore, any decline in product quality, whether in taste, consistency, or ingredient quality, can significantly impact customer satisfaction.

4. Conclusions

The results of this study indicate that both service quality and product quality simultaneously and significantly influence customer satisfaction. Partially, each of these variables also has a significant effect on customer satisfaction. Among them, product quality has the most dominant influence in enhancing customer satisfaction. These findings suggest that customer satisfaction at Eiyō Koffie Banjarmasin is shaped by a combination of excellent service and consistent product quality. In particular, maintaining product quality standards plays a crucial role in building positive customer perceptions and fostering loyalty toward the café.

Based on the results of this study, it is recommended that Eiyō Koffie continue to improve its service quality by ensuring safety and comfort in every transaction, both cash and non-cash, so that customers feel secure and confident in the services provided. In addition, employees should receive regular training related to appearance, professionalism, and interpersonal communication skills to become more responsive to customer needs and create a pleasant experience. From the product aspect, the café should maintain and enhance innovation by adding menu variations, such as seasonal or special edition items, to attract more customers. Supporting facilities such as Wi-Fi and power outlets should also be well-maintained, as these factors serve as key attractions for customers. Furthermore, product quality consistency must be ensured through the implementation of clear Standard Operating Procedures (SOPs) so that taste, portion, and presentation remain consistent with customer expectations.

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