THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION: A STUDY ON SURRATI PERFUME AT PT. AMANAH DIKI SETIAWAN, DEPOK

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Abstract

Purpose: The purpose of this research is to determine the influence of Product Quality and Service Quality on Consumer Satisfaction for Surrati perfume products at PT. Amanah Diki Setiawan, Depok City.

Research Methodology: This study employs a quantitative research method, utilizing Slovin's sampling technique. The population comprises 4,937 consumers of Surrati perfume, with a sample size of 98 consumers.

Results: Partial testing indicates that Product Quality significantly affects Consumer Satisfaction, with a calculated t-value of 6.604 (t_hitung > t_tabel; 6.604 > 1.988) and a significance value of 0.000 (< 0.05), leading to the acceptance of the alternative hypothesis (Ha). Product Quality accounts for 46.7% of the positive relationship with Consumer Satisfaction. In terms of Service Quality, the t-value is 2.289 (t_hitung > t_tabel; 2.289 > 1.988) with a significance value of 0.024 (< 0.05), thus also supporting Ha, indicating a 2.50% positive impact on Consumer Satisfaction. Simultaneous testing reveals an F-value of 46.619 (F_hitung > F_tabel; 46.619 > 3.09) and a significance value of 0.000 (< 0.05), confirming that both Product Quality and Service Quality together influence Consumer Satisfaction by 47.9%.

Limitations: The study is limited to a single company and product line, which may affect the generalizability of the findings to other contexts.

Contribution: This research contributes to the understanding of the relationship between product and service quality and consumer satisfaction, providing insights that can help improve marketing strategies for Surrati perfume products.

Keywords: *Product Quality, Service Quality, Customer Satisfaction*

1. INTRODUCTION

In today's society, personal appearance plays a crucial role in social and professional interactions. As a result, individuals increasingly rely on personal care products to enhance their image and boost self-confidence. Among these, perfumes have become an essential part of daily life, valued not only for their pleasant fragrance but also for their ability to reflect personal

identity and style (Zabna Aily, 2021). The growing demand for perfumes, particularly among urban consumers, has led to intensified competition in the beauty and fragrance industry.

Product quality and service quality are widely recognized as key determinants of consumer satisfaction, especially in retail and consumer goods sectors. According to Nugroho et al. (2020), product quality encompasses durability, reliability, consistency, and performance—factors that directly influence consumer perception and satisfaction. In the context of perfumes, this includes scent longevity, fragrance accuracy, and packaging integrity. Meanwhile, service quality refers to the effectiveness and responsiveness of customer interactions, including staff behavior, store environment, and after-sales support (Tjiptono & Chandra, 2012). High service quality can enhance customer comfort and encourage repeat purchases.

Despite its popularity, Surrati perfume at PT. Amanah Diki Setiawan in Depok has faced customer complaints regarding inconsistencies in fragrance strength and product durability, such as leakage and poor sealing. Preliminary observations also indicate that while service is generally satisfactory, there are instances where staff responsiveness and empathy fall short of expectations. These issues suggest a potential mismatch between customer expectations and actual experiences, which may negatively affect overall satisfaction.

While previous studies (e.g., Erva Riana Dewi et al., 2019; Riyanto & Agus, 2017) have explored the impact of product and service quality on consumer satisfaction in various retail contexts, limited research has focused on local perfume brands in micro-retail settings like Surrati in Depok. This study aims to fill that gap by empirically examining the influence of both product quality and service quality on consumer satisfaction in this specific context.

Therefore, this research seeks to answer the following question: *To what extent do product quality and service quality influence consumer satisfaction toward Surrati perfume products at PT. Amanah Diki Setiawan, Depok City?* The findings are expected to provide practical insights for improving product consistency and service standards, ultimately enhancing customer satisfaction and loyalty.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1. Literature Review
Product Quality

Product quality refers to the overall ability of a product to meet customer expectations and perform its intended function. According to Nugroho et al. (2020), product quality encompasses durability, reliability, ease of use, performance, and design. High product quality enhances customer satisfaction by ensuring consistency and functionality, which in turn fosters brand loyalty. Laksana et al. (2019) further emphasize that product quality is a critical factor influencing consumer purchase decisions, particularly in competitive markets.

In the context of perfumes, product quality is evaluated based on scent longevity, fragrance accuracy, packaging integrity, and product safety. A high-quality perfume should maintain its aroma for an extended period and remain consistent across batches. Any deviation in scent or physical defects (e.g., leakage, poor sealing) can lead to customer dissatisfaction and reduced brand trust.

Service Quality

Service quality is defined as the extent to which a company delivers services that meet or exceed customer expectations. Tjiptono and Chandra (2012) identify five key dimensions of service quality: *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangibles*. These dimensions reflect how customers perceive interactions with staff, the physical environment, and the overall service experience.

In retail settings, service quality plays a vital role in shaping customer satisfaction. Agussalim et al. (2017) found that improved service quality significantly contributes to customer satisfaction, especially in service-oriented industries. For perfume retailers, service quality includes staff knowledge, friendliness, responsiveness to inquiries, and the ability to create a comfortable shopping environment—both in-store and online.

Consumer Satisfaction

Consumer satisfaction is the emotional response—pleasure or disappointment—that arises after comparing a product's or service's perceived performance against prior expectations (Nugraha et al., 2022). When performance meets or exceeds expectations, satisfaction occurs; when it falls short, dissatisfaction results (Indrasari et al., 2019). Zeithaml et al. (2018) argue that satisfaction is not only influenced by product and service performance but also by the overall customer experience.

Satisfaction is a key driver of customer retention and loyalty. Satisfied customers are more likely to repurchase, recommend the brand, and engage positively with the company. Therefore, understanding the factors that influence satisfaction—particularly product and service quality—is essential for long-term business success.

The Influence of Product and Service Quality on Consumer Satisfaction

Numerous studies confirm a positive relationship between product quality, service quality, and consumer satisfaction. Erva Riana Dewi et al. (2019) found that both product and service quality significantly affect customer satisfaction in retail businesses. Similarly, Riyanto and Agus (2017) concluded that high-quality products and services enhance customer satisfaction in the consumer goods sector.

In the perfume industry, while product quality is often the primary determinant of satisfaction, service quality acts as a complementary factor that enhances the overall experience. This study builds on these findings by examining how both variables jointly influence consumer satisfaction specifically for Surrati perfume products at PT. Amanah Diki Setiawan, Depok.

2.2. Hypothesis Development

Product Quality on Consumer Satisfaction

Product quality can influence consumer satisfaction, and satisfaction depends on product quality in meeting customer needs and demands. This is because the higher the level of consumer satisfaction, the higher the perceived quality of the product. If consumers perceive the quality of the product received, satisfaction will encourage consumers to purchase and reuse the product.

Service Quality on Consumer Satisfaction

Service quality and customer satisfaction are closely related; higher service quality will result in higher levels of customer satisfaction. The better the quality of service provided, the greater the satisfaction with the goods or services produced.

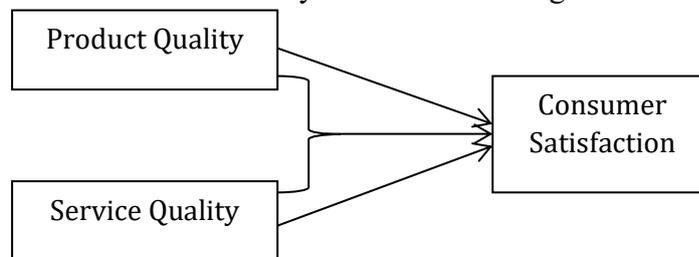### Product Quality and Service Quality on Consumer Satisfaction

Product quality, service quality, and consumer satisfaction are crucial in balancing a business. Good and guaranteed product quality will encourage consumers to repurchase and reconsume the product. Conversely, dissatisfaction with the quality of the product received will lead to consumer disappointment and discourage repurchase and reconsumption. If the service they

receive is good, consumers will continue their purchases because they are satisfied with the service. Conversely, if the service is bad, consumers will also be disappointed and not want to come back because the service is also important in the purchase. If consumers have received goods that match their expectations with guaranteed product quality and affordable prices, but if the service they receive is bad and makes them uncomfortable, consumers will continue to buy because they are not satisfied with the service.

Based on the theoretical framework and empirical evidence presented above, the following hypotheses are proposed:

- **H₁:** Product quality has a significant positive effect on consumer satisfaction.
- **H₂:** Service quality has a significant positive effect on consumer satisfaction.
- **H₃:** Product quality and service quality together have a significant positive effect on consumer satisfaction.

The conceptual framework of the study is illustrated in Figure 1.

Fig.1. Conceptual Framework

Where:

- **X₁** = Independent variable: Product Quality
- **X₂** = Independent variable: Service Quality
- **Y** = Dependent variable: Consumer Satisfaction

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a quantitative research design with a survey-based approach to examine the influence of product quality and service quality on consumer satisfaction for Surrati perfume products at PT. Amanah Diki Setiawan, Depok. The research is explanatory in nature, aiming to test hypothesized relationships between variables using statistical analysis.

3.2 Materials and Instruments

The primary instrument used in this study is a *structured questionnaire* developed based on established scales from prior literature. The questionnaire consists of three sections:

1) Product Quality (X₁): 10 items adapted from Parasuraman et al. (1988) and Nugroho et al. (2020), measuring durability, reliability, scent longevity, and packaging integrity.
2) Service Quality (X₂): 8 items derived from the SERVQUAL model (Zeithaml et al., 2018), assessing responsiveness, empathy, assurance, and tangibles.
3) Consumer Satisfaction (Y): 5 items based on Oliver (1980) and Indrasari et al. (2019), evaluating overall satisfaction with the product and service experience.

All items were measured using a ***5-point Likert scale***, ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*). Supporting materials include academic journals, books, and theoretical frameworks related to marketing, consumer behavior, and service management.

3.3 Sampling Method

The population of this study consists of 4,937 consumers of Surrati perfume at PT. Amanah Diki Setiawan, Depok. Using Slovin's formula with a 5% margin of error, the required sample size was calculated as follows:

$$n = \frac{N}{1 + N \cdot e^2} = \frac{4937}{1 + 4937 \cdot (0.05)^2} \approx 98$$

Thus, a sample of 98 respondents was selected through non-probability convenience sampling, considering accessibility and willingness to participate.

3.4 Data Collection
Data were collected through:
a) Online and offline surveys: The questionnaire was distributed both physically at the retail outlet and digitally via Google Forms to reach a broader audience.
b) Informal interviews: Conducted with selected customers to gain preliminary insights and contextual understanding, though these were not used for statistical analysis.

3.5 Data Analysis Tools
Data were analyzed using the following software:
a) SPSS 26: Used for descriptive statistics, validity and reliability tests, and multiple linear regression analysis.
b) Microsoft Excel: Employed for data organization and preliminary calculations.

3.6 Assumptions and Conditions
The study was conducted under the following assumptions:
a) Respondents provided honest and accurate responses**.**
b) The data collected approximate a normal distribution, as required for parametric testing.
c) The relationship between variables is linear.

3.7 Theoretical Framework
This research is grounded in two key theories:
a) Expectancy Disconfirmation Theory (Oliver, 1980): Suggests that consumer satisfaction arises from the comparison between expected and perceived product or service performance.
b) SERVQUAL Model (Zeithaml et al., 2018): Provides a multidimensional framework for assessing service quality through reliability, responsiveness, assurance, empathy, and tangibles.

These theories support the conceptualization of product quality, service quality, and consumer satisfaction as interrelated constructs.

4. RESULTS AND DISCUSSIONS
4.1. Results

The results of this study are presented in the form of descriptive statistics and inferential analysis, including validity, reliability, and regression tests to examine the effect of product

quality and service quality on consumer satisfaction. Data were collected from 98 respondents who were consumers of Surrati perfume at PT. Amanah Diki Setiawan.

4.1.1. Descriptive Statistics

Respondent Characteristics

Table 1 shows the distribution of respondent characteristics based on gender, age, education, and occupation.

Table 1. Respondent Characteristics

Characteristics	Total	Percentage
Gender		
Male	51	52%
Female	47	48%
Age		
<19 Years	10	10.2%
20-25 Years	58	59.2%
26-30 Years	21	21.4%
>35 Years	9	9.2%
Education		
Primary School / Islamic Elementary School	0	0%
Junior High School / Islamic Junior High School	3	3.1%
Senior High School / Vocational High School / Islamic Senior High School	46	46.9%
BACHELOR'S DEGREE (S1)	38	38.8%
DIPLOMA	11	11.2%
Occupation		
Student / University Student	31	31.6%
Private Employee	22	22.4%
Lecturer / Teacher	7	7.1%
Civil Servant	6	6.1%
Self-Employed	15	15.3%
Casual Laborer	1	1%
Other	16	16.3%

4.1.2. Validity and Reliability Test
• Product Quality Validity Test (X1)

Table 2 shows the calculated r values for each item in the product quality questionnaire.

Table 2. calculated r values

Item Statement	Calculated r-value	Table r-value	Description
X1_1	0.286	0.198	Valid
X1_2	0.450	0.198	Valid
X1_3	0.203	0.198	Valid
X1_4	0.551	0.198	Valid
X1_5	0.732	0.198	Valid
X1_6	0.818	0.198	Valid
X1_7	0.708	0.198	Valid
X1_8	0.780	0.198	Valid
X1_9	0.766	0.198	Valid
X1_10	0.803	0.198	Valid

Product Quality Reliability Test (X1): The Cronbach's Alpha value for product quality is 0.864, indicating that this instrument is reliable.

Service Quality Validity Test (X2)

Table 3 shows the calculated r values for each item in the service quality questionnaire.

Table 3 r values for service quality.

Item Statement	Calculated r-value	Table r-value	Description
X2_1	0.439	0.198	Valid
X2_2	0.376	0.198	Valid
X2_3	0.435	0.198	Valid
X2_4	0.400	0.198	Valid
X2_5	0.416	0.198	Valid
X2_6	0.268	0.198	Valid
X2_7	0.546	0.198	Valid
X2_8	0.320	0.198	Valid

Service Quality Reliability Test (X2): The Cronbach's Alpha value for service quality is 0.708, indicating that this instrument is also reliable.

4.1.3. Regression Analysis
The results of the multiple linear regression analysis show the influence of product quality and service quality on customer satisfaction. The resulting regression model is as follows:

$$Y = 6.592 + 0.462X1 + 0.212X2$$

4.1.4. Hypothesis Testing

Variable	t Account	t Table	Signifikansi
Product Quality (X1)	6.604	1.988	0.000
Service Quality (X2)	2.289	1.988	0.024

The results show that both variables significantly influence customer satisfaction, with product quality having the greater influence. Furthermore, the F-test shows:

$$Fcount = 46.619 > Ftable = 3.09$$

With a significance level of 0.000, indicating that product quality and service quality simultaneously have a significant effect on customer satisfaction.The coefficient of determination (R^2) value shows that 47.9% of the variation in consumer satisfaction can be explained by product quality and service quality.

4.2. Discussions

The findings of this study provide significant insights into the factors influencing consumer satisfaction in the context of Surrati perfume retail at PT. Amanah Diki Setiawan, Depok. The results confirm that both product quality and service quality have a statistically significant positive effect on consumer satisfaction, supporting all three hypotheses (H_1, H_2, and H_3). However, the influence of product quality is notably stronger than that of service quality, which has important implications for both theory and practice.

Dominant Role of Product Quality

The t-value for product quality (6.604, p = 0.000) indicates a strong and highly significant impact on consumer satisfaction. This finding aligns with Expectancy Disconfirmation Theory (Oliver, 1980), which posits that satisfaction arises when perceived product performance meets or exceeds expectations. In the case of perfumes, consumers place high value on scent longevity, consistency, and packaging integrity—aspects directly tied to product quality. When these expectations are met, satisfaction increases; when they are not (e.g., due to scent variation or leakage), dissatisfaction occurs.

This result is consistent with previous studies, such as Nugroho et al. (2020), who found that product quality is a primary driver of customer satisfaction in consumer goods. For Surrati, maintaining consistent fragrance formulation and improving bottle sealing are critical to sustaining customer trust and loyalty. The fact that product quality explains 46.7% of the variance in satisfaction underscores its central role in the customer experience.

Significant but Secondary Role of Service Quality

Service quality also showed a significant positive effect (t = 2.289, p = 0.024), though its contribution is smaller (2.50%) compared to product quality. This suggests that while good service enhances satisfaction, it is not the primary determinant in this context. This finding supports the argument by Tjiptono and Chandra (2012) that in product-centric industries like perfumery, product attributes often outweigh service interactions in shaping overall satisfaction.

However, the significance of service quality should not be overlooked. As shown in the preliminary survey, 100% of consumers reported feeling comfortable with the staff, and 93.3% felt their service expectations were met. This indicates that the employees at PT. Amanah Diki Setiawan are generally responsive and friendly. Yet, isolated complaints about

unresponsiveness and lack of empathy suggest room for improvement in staff training and service consistency.

Joint Influence and Practical Implications

The simultaneous test (F = 46.619, *p* = 0.000) confirms that product and service quality together explain 47.9% of the variation in consumer satisfaction. This supports the integrated model proposed by Erva Riana Dewi et al. (2019) and Riyanto and Agus (2017), which emphasize the complementary nature of both factors. While product quality may dominate, excellent service can amplify satisfaction and foster loyalty, especially in competitive markets.

For PT. Amanah Diki Setiawan, this means that improving product consistency should be the top priority, but efforts to enhance service quality—such as staff training in empathy and responsiveness—should not be neglected. A holistic approach that ensures both a high-quality product and a positive service experience will maximize customer satisfaction and encourage repeat purchases.

Theoretical and Managerial Contribution

Theoretically, this study reinforces the applicability of Expectancy Disconfirmation Theory and the SERVQUAL model in the context of local perfume retail. Practically, it provides actionable insights for small and medium enterprises (SMEs) in similar markets: product reliability is paramount, but service excellence can be a key differentiator.

5. CONCLUSION

This study aimed to examine the influence of product quality and service quality on consumer satisfaction for Surrati perfume products at PT. Amanah Diki Setiawan, Depok City. The objectives of the research have been successfully achieved through quantitative analysis of data collected from 98 consumers using multiple linear regression.

The results confirm that both product quality and service quality have a significant positive effect on consumer satisfaction. Product quality demonstrates a stronger influence (t = 6.604, p = 0.000) compared to service quality (t = 2.289, p = 0.024), indicating that consumers place higher importance on the tangible aspects of the product—such as scent longevity, consistency, and packaging integrity. Furthermore, the simultaneous test (F = 46.619, p = 0.000) reveals that both variables together explain 47.9% of the variance in consumer satisfaction, confirming their combined impact.

These findings affirm the theoretical foundation of Expectancy Disconfirmation Theory and support prior empirical studies in the retail and consumer goods sector. Practically, the results suggest that while service quality contributes to a positive customer experience, ensuring consistent and high product quality should be the primary strategic focus for PT. Amanah Diki Setiawan to enhance customer satisfaction and foster brand loyalty.

In conclusion, H_1, H_2, and H_3 are all accepted: product quality significantly affects consumer satisfaction, service quality significantly affects consumer satisfaction, and both variables together have a significant joint effect. This provides clear evidence that managing both product and service dimensions is essential for business success in the competitive fragrance market.

6. LIMITATION AND STUDY FORWARD

Despite its contributions, this study has several limitations that should be acknowledged. First, the research was conducted at a single location and focused exclusively on one product brand (Surrati), which may limit the generalizability of the findings to other brands, regions, or retail contexts. Second, the data were collected cross-sectionally, meaning causal relationships

cannot be definitively established. Third, the use of convenience sampling may introduce selection bias, as respondents were limited to those willing and accessible during the data collection period.

For future research, it is recommended to:
   a) Expand the scope to include multiple brands and locations to improve external validity.
   b) Incorporate additional variables such as price perception, brand image, and promotional strategies to provide a more comprehensive understanding of consumer satisfaction.
   c) Employ a longitudinal design to observe changes in satisfaction over time.
   d) Use mixed methods (qualitative interviews alongside quantitative surveys) to gain deeper insights into consumer behavior and expectations.

Such extensions will enrich the existing body of knowledge and offer more robust guidance for both academics and practitioners in the personal care and fragrance industry.

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