THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION

PENGARUH KUALITAS PELAYANAN DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN

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Abstract

This study aims to analyze the effect of service quality and product quality on customer satisfaction for Daily Official Uniform Shirts (PDH) at PT Siso Extra Indonesia. The research employed a descriptive-verificative approach with a quantitative method. The population consisted of all customers of PT Siso Extra Indonesia during the period 2022–2024, totaling 383 customers, with a sample of 196 respondents selected using purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression analysis. The results indicate that service quality has a positive and significant effect on customer satisfaction with a significance value of 0.007 (< 0.05). Product quality does not have a significant effect on customer satisfaction, as indicated by a significance value of 0.131 (> 0.05). Simultaneously, service quality and product quality have a significant effect on customer satisfaction with a significance value of 0.013 (< 0.05). The coefficient of determination (R^2) of 0.044 shows that 4.4% of customer satisfaction is explained by service quality and product quality, while the remaining percentage is influenced by other factors outside the research model. The findings highlight that service quality plays a dominant role in enhancing customer satisfaction in institution-based garment industries.

Keywords : service quality; product quality; customer satisfaction; garment industry; PDH shirts.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan pelanggan pada produk Kemeja Pakaian Dinas Harian (PDH) di PT Siso Extra Indonesia. Penelitian menggunakan pendekatan deskriptif verifikatif dengan metode kuantitatif. Populasi penelitian adalah seluruh pelanggan PT Siso Extra Indonesia selama periode 2022–2024 sebanyak 383 pelanggan, dengan jumlah sampel 196 responden yang ditentukan menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan analisis regresi linier berganda.
Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai signifikansi 0,007 (< 0,05). Kualitas produk tidak berpengaruh

signifikan terhadap kepuasan pelanggan dengan nilai signifikansi 0,131 (> 0,05). Secara simultan, kualitas pelayanan dan kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan dengan nilai signifikansi 0,013 (< 0,05). Nilai koefisien determinasi (R²) sebesar 0,044 menunjukkan bahwa kepuasan pelanggan dipengaruhi oleh kualitas pelayanan dan kualitas produk sebesar 4,4%, sedangkan sisanya dipengaruhi oleh faktor lain di luar model penelitian. Penelitian ini menegaskan bahwa kualitas pelayanan merupakan faktor dominan dalam meningkatkan kepuasan pelanggan pada industri konveksi berbasis pesanan institusi.

Kata Kunci : kualitas pelayanan; kualitas produk; kepuasan pelanggan; konveksi; kemeja PDH.

1. INTRODUCTION

Customer satisfaction is a strategic factor in business sustainability, particularly in the garment industry, which relies on a combination of product quality and service quality. Customer satisfaction emerges as a result of a customer's evaluation of the alignment between their expectations and the actual performance of the products or services received (Kotler & Keller, 2023). High levels of satisfaction contribute to customer loyalty, repeat purchase decisions, and positive recommendations to others.

The garment industry in West Java, specifically in Bandung Regency, has shown significant growth. Data from the Department of Industry and Trade of West Java Province indicates that the number of active garment SMEs increased from over 950 units in 2023 to approximately 1,020 units in 2024 (Disperindag West Java Province, 2025). While this increase in business players suggests a large market opportunity, it simultaneously intensifies competition among garment service providers. Under these conditions, consistency in service quality and product quality becomes the primary differentiating factor for a company.

PT Siso Extra Indonesia is a company operating in the garment sector, focusing on the production of Office Uniform (PDH) shirts for the institutional segment. However, internal company data reveals a decline in the number of institutional customers, from 137 customers in 2022 to 121 in 2024. A more striking decline occurred among existing customers (repeat orders), which dropped from 56 institutions in 2022 to 31 in 2024 (Internal Data of PT Siso Extra Indonesia, 2025). This situation indicates issues in maintaining customer satisfaction, despite a tendency for the number of new customers to increase.

Pre-survey results conducted with 50 customers of PT Siso Extra Indonesia reinforce these indications. Regarding service quality, customers still complain about response speed, employee friendliness, timeliness of completion, and the handling of customer needs. Meanwhile, concerning product quality, customers highlighted material durability, stitching neatness, wearing comfort, size accuracy, and product colors that do not match the original designs. The pre-survey findings also showed that 60% of respondents expressed dissatisfaction or low satisfaction with the service and product quality provided (Processed Data, 2025).

According to Zeithaml et al. (2020), service quality and product quality are key determinants in shaping customer satisfaction. Discrepancies in these two aspects can decrease satisfaction and impact long-term customer loyalty. Based on these empirical phenomena and

pre-survey data, this study is essential to analyze the influence of service quality and product quality on customer satisfaction for Office Uniform (PDH) shirt products at PT Siso Extra Indonesia.

2. RESEARCH METHOD

This study utilizes a descriptive-verificative approach with a quantitative method (Amelia et al., 2023). The descriptive approach is employed to objectively describe customer perceptions of service quality, product quality, and customer satisfaction regarding Office Uniform (PDH) shirts at PT Siso Extra Indonesia (Nugraha, 2025). Meanwhile, the verificative approach aims to test the influence of service quality and product quality on customer satisfaction, both partially and simultaneously, through statistical testing (Sugiyono, 2022; Sanusi, 2014).

The population in this study consists of all PT Siso Extra Indonesia customers who placed orders for PDH shirts during the 2022–2024 period, totaling 383 customers. Sampling was conducted using a non-probability sampling technique with a purposive sampling method—selecting respondents based on specific criteria. These criteria include customers who have ordered PDH shirts, have direct experience with the company's services and products, and are willing to complete the research questionnaire (Etikan et al., 2016). The sample size was determined using the Slovin formula with a 5% margin of error, resulting in a total of 196 respondents.

The types of data used consist of primary and secondary data. Primary data were obtained through the distribution of questionnaires to respondents, structured as closed-ended statements using a five-point Likert scale to measure perceptions of the variables: service quality, product quality, and customer satisfaction (Nazir, 2014; Sugiyono, 2022). Secondary data were sourced from internal company documentation, including customer data, order records, sales reports, and the profile of PT Siso Extra Indonesia, which serve as supporting data for the research (Sanusi, 2014).

The collected data were analyzed using descriptive analysis to understand the profile of each research variable and verificative analysis to test the influence of service quality and product quality on customer satisfaction. The interpretation of questionnaire results was conducted using Likert scale interval classes, allowing the average score of each variable to be categorized into specific assessment levels. The results of this analysis form the basis for drawing objective and empirical research conclusions.

3. RESULTS AND DISCUSSION

The results of the descriptive analysis indicate that service quality is in the fairly good category, although it has not yet reached an optimal level. Although respondents generally perceive the services provided by PT Siso Extra Indonesia as adequate, there are still weaknesses in several indicators, particularly personal attention to customers and the speed of

service response. These findings indicate that the services provided have not been fully able to consistently meet customer expectations.

Furthermore, product quality is also classified as fairly good. The indicator with the highest rating is the conformity of the product with the order specifications, while the indicator with the lowest score relates to comfort and consistency in the quality of the stitching. This suggests that the PDH shirts produced are considered acceptable; however, improvements are still required in order to provide stronger added value for customers.

Regarding the customer satisfaction variable, the descriptive analysis shows that the level of customer satisfaction remains relatively low. This reflects that customers have not yet felt fully satisfied with the combination of service quality and product quality they receive, which may potentially affect customer loyalty and repeat purchase decisions.

The validity test results show that all statement items for the variables of service quality, product quality, and customer satisfaction are declared valid. This is evidenced by the Pearson Correlation values of each item being greater than the r-table value of 0.1402. Thus, all indicators in the questionnaire are able to accurately and consistently measure the constructs under study, indicating that the research instrument is suitable for further data analysis.

The normality test using the Kolmogorov–Smirnov method produced an Asymp. Sig. value of 0.200, which is greater than the significance level of 0.05. This result indicates that the residual data are normally distributed and that the regression model meets the normality assumption.

The multicollinearity test shows that the service quality and product quality variables each have a Tolerance value of 0.984 and a VIF value of 1.016. These values are within the acceptable limits, indicating that the regression model does not suffer from multicollinearity. The heteroskedasticity test using the Glejser method shows significance values of 0.442 for service quality and 0.923 for product quality, both of which are greater than 0.05. These findings indicate that the regression model is free from heteroskedasticity problems.

a. The Effect of Price on Purchase Decisions

In this study, the results indicate that the price variable has a significant effect on purchase decisions. This is in line with the opinion of Fandy Tjiptono (2015), who states that from the consumer's perspective, price is often used as an indicator when it is associated with the perceived benefits of a product or service. Price therefore becomes a factor that influences purchasing decisions when buying a product.

The results of the multiple linear regression analysis yield the following equation:

$$Y = 10.932 + 0.067X_1 - 0.066X_2$$

The constant value of 10.932 indicates the level of customer satisfaction when service quality and product quality are held constant. The regression coefficient for service quality is positive at 0.067, indicating that an increase in service quality is followed by an increase in customer satisfaction. Meanwhile, the regression coefficient for product quality is –0.066, indicating that product quality does not make a positive contribution to customer satisfaction in this research model.

The partial test results show that service quality has a significant effect on customer satisfaction, with a t-value of 2.728 and a significance level of 0.007. These findings prove that service quality is an important factor in shaping customer satisfaction at PT Siso Extra Indonesia.

The test results for the product quality variable show a t-value of –1.516 with a significance level of 0.131, which is above the 0.05 threshold. This indicates that product quality does not have a significant effect on customer satisfaction.

The simultaneous test produces an F-value of 4.420 with a significance level of 0.013. These findings demonstrate that service quality and product quality jointly have a significant effect on customer satisfaction.

The R Square value of 0.044 indicates that service quality and product quality are able to explain 4.4% of the variation in customer satisfaction, while the remaining 95.6% is influenced by other factors outside the research model.

b. The Effect of Service Quality on Customer Satisfaction

The results show that service quality has a positive and significant effect on customer satisfaction, with a t-value of 2.728 and a significance level of 0.007 (< 0.05). These findings indicate that improvements in service quality directly increase customer satisfaction with the PDH shirts produced by PT Siso Extra Indonesia. Service aspects such as response speed, staff friendliness, and the ability to understand customer needs are proven to play an important role in shaping positive customer perceptions.

These findings are consistent with previous studies stating that service quality is a key factor in shaping customer satisfaction across various industrial sectors. Theoretically, this strengthens the SERVQUAL concept, which emphasizes that service experiences and customer interactions with the company are the main determinants of satisfaction, in addition to product quality itself.

c. The Effect of Product Quality on Customer Satisfaction

The results show that product quality does not have a significant effect on customer satisfaction, with a t-value of –1.516 and a significance level of 0.131 (> 0.05). These findings indicate that the quality of PDH shirts produced by PT Siso Extra Indonesia has not yet become a primary factor that directly influences customer satisfaction.

The differences in results compared to several previous studies indicate the influence of industry context and customer characteristics. In the institutional order–based garment industry, customers tend to place greater emphasis on service aspects and the conformity of the final product to order specifications rather than on technical product quality. This condition suggests that good product quality does not necessarily increase satisfaction if it does not fully meet customer expectations.

d. The Effect of Service Quality and Product Quality on Customer Satisfaction

The results show that service quality and product quality simultaneously have a significant effect on customer satisfaction, as evidenced by the multiple regression test with a significance value of 0.013 (< 0.05). These findings indicate that customer satisfaction is

shaped by an overall evaluation of the customer experience, rather than by a single aspect in isolation.

These results are consistent with previous studies stating that the integration of service quality and product quality is a relevant approach in explaining customer satisfaction. In the context of PT Siso Extra Indonesia, although product quality does not have a significant partial effect, the combination of good service and appropriate products is still able to increase overall customer satisfaction.

4. CONCLUSION

Based on the research results and the discussion regarding the influence of service quality and product quality on customer satisfaction at PT SISO EXTRA INDONESIA, the following conclusions are drawn:

a. Service quality has a positive and significant influence on customer satisfaction. This indicates that the better the service provided by the company—such as response speed, friendliness, and punctuality in completion—the higher the level of customer satisfaction perceived.

b. Product quality does not have a significant influence on customer satisfaction. Although product quality aspects such as material, stitching, and comfort are essential factors, in this study, they were not statistically strong enough to individually influence the level of customer satisfaction.

c. Simultaneously, service quality and product quality together have a significant influence on customer satisfaction. This indicates that the combination of these two variables is critical to consider collectively in efforts to enhance overall customer satisfaction.

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