The Effect of Excellent Service and Product Quality on Consumer Satisfaction at Mejablay Rengasdengklok

Fathma Putri Nabila [1]* Aji Tuhagana [2] Zenita Apriani [3]

[1] Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang, Indonesia : mn21.fathmanabila@mhs.ubpkarawang.ac.id

[2] Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang, Indonesia: aji.tuhagana@ubpkarawang.ac.id

[3] Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang, Indonesia : zenitaapriani@ubpkarawang.ac.id

* Corresponding Author : Fathma Putri Nabila

Abstract: Food business in Indonesia, especially in the food sector, faces very tight competition. Sellers need to understand how to satisfy customers in order to maintain their position in the market. By recognizing the steps needed to achieve customer satisfaction, they can influence and convince customers to choose their products. Customer satisfaction with a product or service is very important for sellers, because it is an indicator of their success. Spicy food is now very popular, especially among Indonesian people. The purpose of this study is to investigate how customer happiness is impacted by location and excellent service. Mie Jablay, located in South Rengasdengklok, Karawang, was the site of the study. In order to gather data, 96 Mie Jablay clients were given questionnaires as part of a quantitative technique. Techniques from scale analysis and multiple linear regression were used in the analysis. The category "Stimme Zu" successfully reflected high levels of customer happiness, product quality, and service, according to the results of descriptive analysis. Customer satisfaction at Mie Jablay Rengasdengklok is greatly impacted by both outstanding customer service and product quality, whether evaluated separately or in tandem, according to the verification analysis's findings.

1. Introduction

The food business in Indonesia, especially in the food sector, faces very stiff competition. Sellers need to understand how to satisfy customers in order to maintain their position in the market. By recognizing the steps required to achieve customer satisfaction, they can influence and convince customers to choose their products. Customer satisfaction with a product or service is very important for sellers, as it is an indicator of their success. Spicy food has now become very popular, especially among the Indonesian people.

Research on the influence of service and product quality on consumer satisfaction often focuses on large industries or better-known brands, while research in the small and local business sector, such as Mejablay Rengasdengklok, is still limited. This opens up opportunities to understand how these factors play a role in the context of local businesses with limited resources. In addition, most studies do not consider specific dimensions of excellent service, such as hospitality, speed, and responsiveness, which may have

different influences in the context of local businesses. Another factor that has not been widely discussed is the influence of market segmentation on consumer satisfaction, where consumer perception and satisfaction can differ depending on age, frequency of visits, or socioeconomic status.

One of the most popular ones today is Jablay Noodles, There are 3 types of noodles; the first is Jablay Noodles, which have a salty and savory spicy taste, For lovers of sweet and spicy flavors, penis noodles or sweet spicy noodles are available. For customers who don't like spicy, especially for children, Mie Jablay offers docil noodles that are free of spicy taste. Jablay noodles are famous for their high quality, distinctive spicy taste and thick noodle texture, dumpling toppings with abundant chicken filling, all contribute to consumer satisfaction. Jablay noodles are very popular for the people of Rengasdengklok. And already has a branch in Karawang, Jablay Noodles stand out from other noodles because they do not use gravy and have a distinctive spicy taste. It has various variants of additional menus, such as rambutan shrimp, fried and boiled dimsum with chicken, shrimp and cheese, egg rolls, and fried dumplings. In addition to food, Jablay Noodles also provides drinks such as coffee, ice, lemon tea and others.
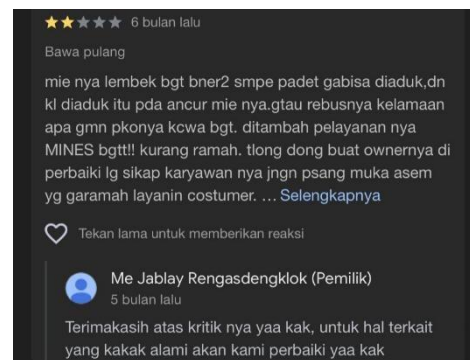

Figure 1. Bukti ulasan konsumen di MeJablay

Source : review from google MeJablay Rengasdengklok

Customer opinion of Mejablay Rengasdengklok's service is clearly poor, as seen in Figure 1. Service quality is one of the most important elements that affect customer satisfaction. In addition, the quality of the products offered was seen as inadequate, which contributed to the dissatisfaction of Mejablay Rengasdengklok customers.

Based on the explanation submitted, this research aims to know, analyze and explain the influence of excellent service and product quality on consumers. Recommendations will be given for the development of the service and quality of MeJablay Rengasdengklok..

2. Literature Review

Management

(Ruyatnasih, 2018) argues that management is a unique process that includes preparation, organizing, mobilizing, and supervising activities To set and achieve certain goals, this work utilizes human resources and other resources.

Human Resource Management

Definition of Human Resource Management.

Designing employee relationships and responsibilities in order to contribute successfully and efficiently to the achievement of the goals of the organization, employees, and society is the focus of human potential management which is a science as well as an art. emphasizing that human potential management takes a directed approach to managing its organization, skills, and workforce growth. Therefore, according to Zenita, Nandang, and Taufiq Romadon (2023), academics can draw the conclusion that human resource management is a field of study used by businesses to achieve their goals through leadership, control, organization, planning, and decision-making

Excellent Service

According to Zeithaml, Bitner, and Gemler (2020) "Marketing Services: Integrating Customer Focus across the company" highlights that excellent service is what an organization strives to provide, including services that meet customer expectations through consistent service quality. The indicators for service are reliability (reliability), responsiveness (response), confidence, compassion, and tangible evidence

Product Quality

Chusnah, Syukhul, (2022) 166-181 emphasized that product quality is one of the main determinants of consumer satisfaction. According to the study, there is a high correlation between consumers' assessment of product quality and their level of satisfaction. Superior goods not only meet consumer demand, but can also address any issues that may arise after purchase, such as product durability or product taste. The indicators to measure product quality are Performance, Features, Reability, Conformance, Strength, Excellence, Quality View..

Consumer satisfaction

According to Citra Savitri and Aji Tuhaga (2020), customer satisfaction is the joy or satisfaction that a person feels after comparing the performance or results of a product or service with their expectations. List the following as factors that affect consumer satisfaction: loyalty to a brand, purchase of the same product, product recommendations, willingness to pay a higher price, and receipt of feedback.
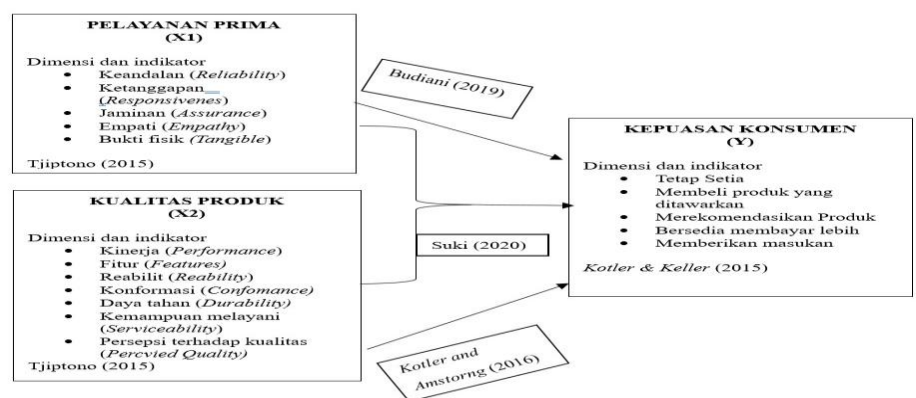

Figure 2. Research Model

Source : Researcher,2025

Research Hypothesis

This framework of thought can be described in the form of the following cause-and-effect relationships:

H1: It is suspected that Excellent Service has a direct impact on consumer loyalty.

H2: Customer pleasure is said to be greatly influenced by the quality of the product.

H3: Excellent customer service and high-quality products are considered complementary to provide the best possible customer satisfaction

3. Proposed Method

This study combines quantitative descriptive methods with survey strategies. The purpose of this study was to assess the impact of good customer service and high-quality products on customer loyalty in Mejablay Rengasdengklok. To find out how these two factors are interconnected and how they affect customer satisfaction, this study will collect data on consumer perceptions of service and product quality. The research period is from September 2024 to February 2025, and this research was conducted at JL. Proclamation Monument No.9, South Rengasdengklok, Rengasdengklok District, Karawang Regency, West Java 41352

Research population

For the purposes of study and conclusions, the term "population" refers to a broad category that includes items with certain numbers and features specified by the author. The pleasure or happiness that a person feels after comparing the performance or results of a product or service with his or her expectations is called customer satisfaction. According to Sugiyono (2017), the demographics of this study are customers who have bought Mejablay Regasdengklok at least once

Sampling and Sampling Techniques

The subset of characteristics that make up the population is called a sample. To collect information from each member of the community, the researcher must select a sample that is sufficiently representative of a predetermined population. Non-probability sampling techniques were used in this study. Because of this method, referred to as nonprobability sampling, not every person or component in a population has an equal chance of being selected to be sampled. Practical sampling is one of the methods used in nonprobability sampling. Using this approach, researchers selected people who were easily reachable from the people they met. The sample for this study consisted of customers who had purchased Mejablay.

The sample size can be determined using the following lameshow formula as the population size in this investigation is unknown:

$$n = \frac{Z^2 P (1\_P)}{d^2}$$

Remarks: n: number of samples z: Standard value 95% + 1.960 p: proportion of population 5% + 0.5 d: sampling error = 10% through the Lameshow formula above, then the number of samples to be used can be calculated as follows::

$$n = Z^2 P (1\_P) \underline{\hspace{3cm}} d^2$$

$$n = 1.96^2 - 0.5 (1-0.5$$

$$\underline{\hspace{3cm}} 0.1^2$$

$$n = 3.8416.0.25$$

$$\underline{\hspace{2cm}}$$

$$0.01 \quad n = 96.04 = 96$$

Calculations based on the lameshow formula showed that 96 respondents was the sample size required for the investigation. Thus, 96 customers from Mejablay Rengasdengklok will make a research sample.

Sampling and Sampling Techniques

The subset of characteristics that make up the population is called a sample. To collect information from each member of the community, the researcher must select a sample that is sufficiently representative of a predetermined population. Non-probability sampling techniques were used in this study. Because of this method, referred to as nonprobability sampling, not every person or component in a population has an equal chance of being selected to be sampled. Practical sampling is one of the methods used in nonprobability sampling. Using this approach, researchers selected people who were easily reachable from the people they met. The sample for this study consisted of customers who had purchased Mejablay.

The sample size can be determined using the following lameshow formula as the population size in this investigation is unknown:

$$n = Z^2 P (1\_P)$$

$$\underline{\hspace{3cm}}$$

$$d^2$$

Remarks: n: number of samples z: Standard value 95% + 1.960 p: proportion of population 5% + 0.5 d: sampling error = 10% through the Lameshow formula above, then the number of samples to be used can be calculated as follows:

$$n = Z^2 P (1\_P)$$

$$\underline{\hspace{3cm}}$$

$$d^2$$

$$n = 1.96^2 - 0.5 (1-0.5)$$

$$n= \frac{0.1^2}{3,8416.0,25}$$

$$n= \frac{0.01}{}$$

$$n= 96,04 = 96$$

Calculations based on the lameshow formula showed that 96 respondents was the sample size required for the investigation. Thus, 96 customers from Mejablay Rengasdengklok will make a research sample.

$$R= \frac{n(-1)}{m}$$

information:

RS: Scale Range

n : Number of samples

m : Assessment score

Lowest scale: n x 1 = 96 x 1 = 96

Highest scale: n x 5 = 96 x 5 = 480

RS = $\frac{96 (5-1)}{5}$ = 76.8

Tabel 1. Rentang Skala

Score	Scale Range	Excellent Service	Product quality	Consumer Satisfaction
1	96 -172,8	Very Bad	Very Bad	Very dissatisfied
2	172,8 – 249,6	Bad	Bad	Dissatisfied
3	249,6 – 326,4	Pretty Good	Pretty Good	Quite satisfied
4	326,4 – 403,2	Good	Good	Satisfied
5	403,2 - 480	Very good	Very good	Very satisfied

This analysis presents and illustrates the collected data in its original format, without trying to make generalization-based conclusions.

The bar scale is used to demonstrate or illustrate the following scale ranges.

96	172,8	249,6	326,4	403,2	480
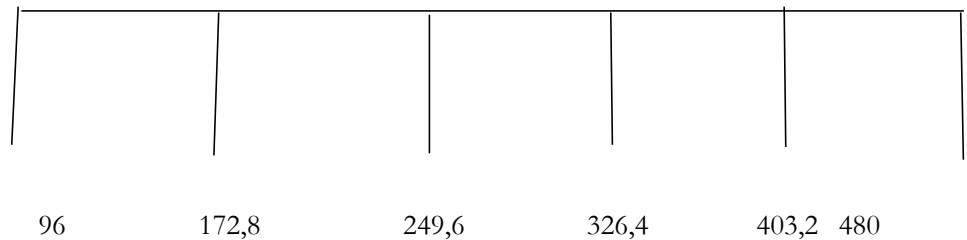
4. Results and Discussion

Based on the results of the descriptive analysis, it can be explained as follows: .

- With an average score of 345.0 from respondents, a descriptive analysis of the exceptional service variable showed that the score was between 326.4 and 403.2, making it classified as a positive response. This means that clients have a positive opinion of the excellent service Mejablay. The quality of the tools and equipment used by Mejablay received the highest rating from respondents (359). On the other hand, the question of how quickly Mejablay's staff served customers had the lowest score, scoring 325.

- With an average respondent score of 357.6, a descriptive analysis of the product quality variable showed that it was in the range of values between 326.4 and 403.2, which was classified as good. This implies that the quality of Mejablay's products is adequate to meet customer needs. The indicator had the lowest score for the respondents' answers to the MeJablay spiciness level question with a score of 382, while the indicator with the smallest number of respondents' answers was on the MeJablay service question when serving consumers with a score of 344.

- According to the results of a descriptive study of variables related to consumer satisfaction, the average score was 352, with responses changing and scores ranging from 326.4 to 403.2. This implies that Mejablay Rengasdengklok customers are very satisfied. With a score of 371 points, respondents' satisfaction with the taste and price of Mejablay also received the highest score. The handling of complaints or problems that customers face during their purchases, on the other hand, obtained the lowest score (336).

Classic Assumption Test

Normality test

Tabel 2. Normality test

Jumlah Responden (N)	Asymp. Sig. (2-tailed)
96	0,039

Source : Spss Version 30.0.0, Data processed by researchers 2025

The data has ASYMP.sig. (2-tailed) Value 0.039, according to the results of the KolmogorovSmirnov test of one sample. This level of significance is higher than the 0.05 cutoff. This implies that the data residue is distributed at regular intervals, which meets the conditions of normality.

Multicollinearity Test.

Tabel 3. Multicollinearity Test.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.065	1.430		2.143	.035		
	Pelayanan prima (X1)	.358	.079	.369	4.537	<,001	.189	5.299
	Kualitas produk (X2)	.564	.077	.595	7.321	<,001	.189	5.299

a. Dependent Variable: Kepuasan konsumen (Y)

Source : Spss Version 30.0.0, Data processed by researchers 2025

The multicollinearity test is used to determine whether the independent variables in the regression model have a substantial relationship with each other. Taking into account the findings of the analysis described earlier:

- Customer happiness is significantly affected by excellent service.
- Although it is insignificant at the level of $\alpha = 0.05$, the quality of the product also has a beneficial effect, there is no indication of the problem of multicollinearity between the two independent variables based on the Tolerance and VIF values obtained

Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.316	.964		2.402	.018
	Pelayanan prima (X1)	-.096	.053	-.425	-1.812	.073
	Kualitas produk (X2)	.087	.052	.394	1.679	.097

a. Dependent Variable: Abs_Res

Source : Spss Version 30.0.0, Data processed by researchers 2025

The significance values for the main service variable (x1) and product quality (x2) are clearly greater than 0.05, with the significance for the main service (x1) being 0.073 and for the product quality (x2) being 0.097, according to the results shown in the heteroscedasticity test table. This suggests that heteroscedasticity does not exist, allowing additional research.

Hypothesis Test

Determination coefficient test

Table 5. Determination coefficient test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940[a]	.884	.882	2.91359

a. Predictors: (Constant), Kualitas produk (X2), Pelayanan prima (X1)

Source : Spss Version 30.0.0, Data processed by researchers 2025

Based on the results of the analysis, 88.4% of the variance in customer satisfaction (Y) can be explained by the variables of excellent service (x1) and product quality (x2), while the remaining 11.6% is explained by variables that are not included in the regression model

MultipleLinear Regression Analysis

Table 6. MultipleLinear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.065	1.430		2.143	.035
	Pelayanan prima (X1)	.358	.079	.369	4.537	<,001
	Kualitas produk (X2)	.564	.077	.595	7.321	<,001

a. Dependent Variable: Kepuasan konsumen (Y)

Source : Spss Version 30.0.0, Data processed by researchers 2025

The following is the formula for the regression equation obtained.

$$Y = a + b_1X_1 + b_2X_2 = ... + b_nX_n$$

$Y = 3.065 + 0.358X_1 + 0.564X_2$

- A constant value of 3.065 means that Y remains at 3.065 when X1 and X2 are equal to 0.
- The results of the regression test showed that the variable X1, which is related to great service, had a positive regression coefficient of 0.0358. This indicates that there will be an increase of the variable y of 0.0358 for every 1-point increase in the variable X2.
- Regression analysis shows that the variable X1, which stands for Extraordinary Service, has a positive regression coefficient of 0.0564. This indicates that there will be an increase of the variable y of 0.0564 for every 1-point increase in the variable X2.

Partial T-Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.065	1.430		2.143	.035
	Pelayanan prima (X1)	.358	.079	.369	4.537	<,001
	Kualitas produk (X2)	.564	.077	.595	7.321	<,001

a. Dependent Variable: Kepuasan konsumen (Y)

Source : Spss Version 30.0.0, Data processed by researchers 2025

- The significance level (0.001) is less than 0.05, and the calculated T value (0.4537) is less than the critical T value (1.985), according to the analysis of the table above. Thus, it can be said that there is a first-class service available.

- Mejablay Rengasdengklok customer happiness has increased significantly, which results in H1 acceptance and H0 rejection.

- Based on the analysis in the table above, the calculated T value (0.7321) is smaller than the critical T value (1.985), and the significance level (0.001) is smaller than 0.05. Thus, it can be said that product quality has a great and beneficial influence on consumer satisfaction in Mejablay Rengasdengklok. As a result, H0 is accepted but H1 is rejected.

Simultaneous F Test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6027.858	2	3013.929	355.040	<,001b
	Residual	789.475	93	8.489		
	Total	6817.333	95			

a. Dependent Variable: Kepuasan konsumen (Y)
b. Predictors: (Constant), Kualitas produk (X2), Pelayanan prima (X1)

Source : Spss Version 30.0.0, Data processed by researchers 2025

Although the calculated F-value (355.040) is greater than the essential F-value (3.943), as seen in the table above, the significance criterion (0.001) is smaller than 0.05. The rejection of H0 and acceptance of H3 follows the conclusion that factors X1 and X2 together affect the variable Y significantly and favorably

5. Comparison

The Effect of Excellent Service on Consumer Satisfaction

The t-test of the excellent service variable on customer satisfaction resulted in a calculated t-value of 4.537, which is below the threshold of 0.05, in contrast to the crucial t-value of 1.985, with a significance level of 0.001, according to the SPSS model coefficient analysis. These findings show that customer satisfaction (Y) is significantly influenced by the excellent service component (x1). This variable has the greatest value of all indicators, which is in accordance with Nurlaela's (2020) research which shows that excellent service has a good and significant influence on customer satisfaction.

The Effect of Product Quality on Consumer Satisfaction

The T-value set at 7.321, which is higher than the essential T-value of 1.985, indicates that the product quality variable (x2) has a significant influence, according to the mode coefficient analysis conducted with SPSS. We received H1 at a significance level of 0.001, which is smaller than the 0.05 limit. These results imply that customer satisfaction (Y) is strongly influenced by the product quality variable (x2). These findings are consistent with the research of Afnina & Hastuti (2018), which found that customer happiness is positively and significantly influenced by product quality.

The Influence of Excellent Service and Product Quality on Consumer Satisfaction

Mejablay Rengasdengklok analysis revealed significant results, with an F value calculated of 355.040, which exceeded the F table value of 3.943, and a significance level of 0.001 (p-value <0.05). This conclusion comes from the calculation of SPSS related to the model coefficient, showing that both excellent service (x1) and product quality (x) collectively affect consumer satisfaction (Y), thus validating the research hypothesis. Observations show a relationship between the two independent variables studied and the dependent variables, showing that excellent service is enhanced by the quality of the products offered. Among the indicators of the relationship between excellent service and product quality regarding consumer satisfaction, the service variable has the highest score. These results are in line with the research of REGINA & DS (2020) which shows that high-quality goods and services have a positive and significant influence on consumer satisfaction..

6. Conclusions

Superior product quality (X2) and excellent service (X1) have a good and significant influence on customer satisfaction (Y), especially when customers are very satisfied with both products. Businesses can better foster customer loyalty by striking a balance between these two elements. (Aji Tuhagana, Lara Ratu Khalida, and Siti Maesaroh, 2024.

In improving the excellent service variable with the indicator of the speed of MeJablay employees in serving consumers with the lowest score compared to others, it is recommended that MeJablay Rengasdengklok provide fast service to consumers such as increasing the number of workers during peak hours, as well as providing training to employees to work more quickly and efficiently. In improving the product quality variable with the MeJablay Service indicator in serving consumers having the lowest score compared to other indicators, it is recommended that MeJablay improve product quality. In improving the consumer satisfaction variable with problem solving indicators at the time of a bad experience on the purchase of MeJablay. It is recommended that MeJablay Rengasdengklok provide special training to employees in handling consumer complaints, clarify problem resolution procedures to be more effective, and implement a consumer complaint reporting and evaluation system to improve the quality of service..

Reference

[1] K. Wulandhani, R. Kurniati, and D. Sunaida, *Pengaruh Pelayanan Prima dan Lokasi terhadap Kepuasan Konsumen (Studi Pada Konsumen Hotel Padi Heritage Kota Malang)*, Jiagabi, vol. 9, no. 2, pp. 234–243, 2020.

[2] A. Wilson, V. Zithaml, M. Bitner, and D. Gramler, *EBOOK: Services Marketing: Integrating Customer Focus Across the Firm*, pp. 74–76, 2016.

[3] Chusnah and M. Syukhul, "Pengaruh Pelayanan Prima, Kepuasan Pelanggan, Lokasi dan Loyalitas Pelanggan (Studi Kasus pada Karyawan PT. Binajasa Abadi Karya)," *KINERJA J. Ekon. Dan Bisnis*, vol. 4, no. 2, pp. 166–181, 2022.

[4] P. Kotler and K. Keller, *Manajemen Pemasaran*, Jilid 2, Erlangga, 2015.

[5] F. Tjiptono, *Pemasaran Strategik*, Ed. ke-2, Yogyakarta: Andi Offset, 2015.

[6] F. Tjiptono, *Strategi Pemasaran*, Edisi 4, Yogyakarta: Andi Offset, 2015.

[7] E. Ruyatnasih, *Manajemen Sumber Daya Manusia*, Yogyakarta: Deepublish, 2018.

[8] Z. Apriani, S. Rahman, D. Yani, and E. Rosmawati, "The influence of service quality and price on consumer satisfaction of Mie Gacoan Karawang," *J. Manag.*, vol. 2, no. 2, pp. 82–90, 2023, doi: 10.55942/jebl.v4i1.271.

[9] F. Asnora, "Penerapan Fungsi Manajemen Sumber Daya Manusia dalam Pengelolaan Perusahaan," *OPTIMAL J. Ekon. Dan Manajemen*, vol. 4, no. 3, pp. 66–75, 2024, doi: 10.55606/optimal.v4i3.3853.

International Journal of Economics and Management Research 2025 (August), vol. 4, no. 2, Nabila, et al.

319 from 319

[10] D. Azzarah, N. Nurlenawati, and D. Triadinda, "Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Mie Gacoan Galuh Mas Karawang," *Al-Kharaj: J. Ekon., Keuangan & Bisnis Syariah*, vol. 6, no. 9, pp. 5653–5669, 2024, doi: 10.47467/alkharaj.v6i9.2485.

[11] Hasnida and H. Azhari, "Fungsi Manajemen George Robert Terry Dalam Pandangan Islam," *J. Al Ashriyyah*, vol. 10, no. 2, pp. 191–202, 2024.

[12] S. Maesaroh, A. Tuhagana, and L. Khalida, "Performance Of Police Members At Sabhara Unit At Karawang Police: Pengaruh Pengembangan Sumber Daya Manusia Dan Motivasi Kerja Terhadap Kinerja Anggota Kepolisian Pada Satuan Sabhara Di Polres Karawang," *Manag. Stud. and Entrep. J.*, vol. 5, no. 2, pp. 6103–6112, 2024.

[13] T. Romadon, N. Nandang, and Z. Apriani, "Analisis Kepuasan Kerja Karyawan Kontrak Perum Peruri Karawang," *J-MAS (J. Manag. Dan Sains)*, vol. 8, no. 1, pp. 807–813, 2023, doi: 10.33087/jmas.v8i1.1015.

[14] C. Savitri and A. Tuhagana, "Pengaruh E-Service Quality Dan Harga Terhadap Kepuasan Pelanggan Perusahaan Jasa Pengiriman Paket Di Karawang," *Buana Ilmu*, vol. 4, no. 2, pp. 159–175, 2020.

[15] D. Sijabat and N. Martini, "Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Restoran Mie Gacoan Cabang Karawang," *J. Ilm. Wahana Pendidikan*, vol. 10, no. 12, pp. 125–132, 2024.