Service and Product Quality as Drivers Costumer Satisfaction at Haus Drink in Bekasi

Kualitas Pelayanan dan Kualitas Produk Sebagai Pendorong Kepuasan Konsumen Pada Minuman Haus di Bekasi

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Abstract - This research aims to test whether there is an influence of service quality and product quality on consumer satisfaction at Haus Drink in Bekasi. Based on expectancy disconfirmation theory (EDT). Theory is used to understand how satisfaction and dissatisfaction are derived. This research uses primary data and samples through the non-probability sampling method using the slovin formula, data was obtained for 7 days through google form to Haus consumers in Bekasi from a total of 100 respondents. The analysis uses an outer model, an inner model, and a hypothesis test. Novelty in the researcher used the smart-PLS 3.2.9 application, then the previous research used the SPSS application. The results of the hypothesis test show that consumer satisfaction is positively influenced by the service quality of Haus products and the quality of products has a positive effect on consumer satisfaction of Haus products. The implications of the research for stores to be able to offer loyalty programs, the use of print media such as brochures, posters, pamphlets, banners, and with a storytelling approach to build emotional appeal. After improving these aspects, it is hoped that stores can increase consumer loyalty and satisfaction.

Keywords: Consumer Satisfaction, Product Quality, Service Quality.

Abstrak - *Riset ini mempunyai tujuan untuk menguji apakah terdapat pengaruh kualitas pelayanan dan kualitas produk terhadap kepuasan konsumen pada minuman Haus di Bekasi. Berlandaskan teori yang mendukung tentang kualitas pelayanan dan kualitas produk, dan kepuasan konsumen. Riset ini memakai data primer dan sampel melalui metode non-probability sampling dengan menggunakan rumus slovin, data didapatkan selama 7 hari melalui google form kepada konsumen Haus di Bekasi dari jumlah responden sebanyak 100. Analisis menggunakan outer model, inner model, dan uji hipotesis. Novelty pada peneliti menggunakan aplikasi smart-PLS 3.2.9, kemudian riset terdahulu menggunakan aplikasi SPSS. Hasil uji hipotesis menunjukkan bahwa kepuasan kosumen dipengaruhi secara positif terhadap kualitas pelayanan produk minuman Haus dan kualitas produk berpengaruh positif terhadap kepuasan konsumen produk minuman Haus. Implikasi dari penelitian bagi toko untuk dapat menawarkan program loyalitas, penggunaan media cetak seperti brosur, poster, pamflet, spanduk, dan dengan pendekatan storytelling untuk membangun daya tarik emosional. Setelah memperbaiki aspek-aspek ini, diharapkan toko dapat menaikan loyalitas dan kepuasan konsumen.*

Kata Kunci: *Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk.*

INTRODUCTION

Changes in the way of life of people in cities have encouraged the rapid development of the beverage industry in Indonesia, especially among the younger generation. The food and beverage sector, including franchise businesses, continues to grow in line with the increasingly diverse needs of the community. In an increasingly fierce competition situation, innovation and efficient marketing strategies and improving service quality are very important for business actors to attract and maintain consumer interest. Haus is a high-quality food and beverage industry with a much cheaper price compared to other brands. Haus itself has managed to attract the attention of the market with its diverse products, café concepts, oulets and pocket-friendly prices. The main product of thirst is drinks Fernando et al., (2024) new boba and tea. In addition to drinks, Haus also has several other complementary products, namely food. Competition with other beverage brands makes Haus have to continue to innovate, especially to attract the attention of young people and office employees. With a fresh and different

concept, Haus provides an updated menu according to market trends, using high-quality natural ingredients as an added value for consumers. In the food and beverage sector, a friendly attitude and speed in service are very important to the customer experience when enjoying the product. Therefore, service quality is an important aspect that supports the creation of customer satisfaction at Haus Bekasi. Based on the interviews conducted, the quality of service provided by employees to consumers in general can provide services quickly. However, on certain days, especially during holidays, the service provided becomes slow so that many consumers feel dissatisfied due to waiting too long, insufficient product availability at holiday times is also a problem in this Haus so that it causes a decrease in customer satisfaction. In addition, in terms of late delivery times, Haus Bekasi has experienced a decrease in sales.

Service quality is the main factor for Haus Bekasi in achieving consumer satisfaction. The quality of service greatly affects customer satisfaction (Agung, Kurniawan, and Juru 2022), (Laksana and Hirawati 2022). As stated by the research, it is also strengthened by statements that show the positive influence of service quality on consumer satisfaction. However, it is different from the research conducted (Tampanguma et al. 2022), (Wicaksono, Laksanawati, and Ningsih 2022) conveyed that the quality of service has no effect on customer satisfaction. Haus Bekasi receives major complaints from customers regarding the consistency and clarity of information about services such as delivery schedules and product availability. Some customers feel that the wait times that should be are often unclear, which can impact their experience, especially when orders are high.

The quality of goods has an important role in determining customer satisfaction. A good quality product can help improve the pontifical quality of customers. on customer satisfaction levels. According to research Ertanto (2024) has a positive and significant influence of product quality on consumer satisfaction. Contrary to Budiono (2021) there is no effect of product quality on consumer satisfaction.

Table 1. Haus Sales Data

Category Product	2022		2023	
	Semester 1	Semester 2	Semester 1	Semester 2
Choco Series	10.520	6.730	8.960	6.340
Boba Series	5.200	3.570	2.670	1.960
Tea Series	4.873	4.145	5.620	5.320
Premium Series	-	-	4.560	5.890
Cheese Series	8.350	5.635	3.125	2.105
Yakult Series	6.127	3.035	2.850	2.970
Creamy series	3.187	3.953	4.342	3.564
Coffee Series	1.324	1.287	1.156	1.017

Source: Processed by researchers.

In the table above, it shows Haus product sales data for two years, from 2022 to 2023, in the form of sales volume (PCS) per semester for each product category. The choco series was the highest selling in 2022, with 10,520 PCS in semester 1 and 6,730 PCS in semester 2. However, in 2023, its sales decreased drastically to 8,960 PCS in semester 1 and 6,340 PCS in semester 2. The boba series also had quite high sales and experienced a slight decline in 2023 semester 1 to 5,200 PCS, but dropped back to 1,960 PCS in semester 2. The premium series, which has no sales data in 2022, started showing sales in 2023 with 4,560 PCS in semester 1 and increased to 5,890 PCS in semester 2. The average sales per semester fluctuated. In 2022, the average cheese sales were 8,350 PCS, decreasing in semester 2 to 5,635 PCS. In 2023, average sales decreased more drastically, with 3,125 PCS in semester 1 and 2.15 PCS in semester 2. Some products such as the choco series and boba series show a downward trend in sales from 2022 to 2023. Based on the above background, there is a formulation of the problem, are there influence of service quality and product quality on consumer satisfaction of Haus Bekasi?

This problem arises because there are still many companies or business actors who do not understand how important the role of services and products is in shaping customer satisfaction. There are times when the product is good enough, but the poor service makes consumers disappointed. On the other hand, the service may have been friendly, but the poor quality of the product makes customers reluctant

to return. Therefore, this study wants to explore the extent to which these two aspects of service and product contribute to the level of satisfaction felt by consumers.

This research is expected to provide the following benefit for companies or business actors can be used as evaluation material to improve service quality and product quality in order to create and maintain customer satisfaction. For academics or future researchers, this research can be a reference or basis for developing similar research, either with additional variables or with different objects. For consumers or the general public, this study provides an understanding that the quality of service and product quality greatly influence their shopping experience, so they are more critical in choosing products and services. This research contributes in two main aspects. Practically, this research helps business actors to focus more on two important things: how to improve services to be faster, friendlier, and more solutive, and how to ensure that the products offered are really quality and in accordance with customer expectations. Theoretically, this research reinforces previous theories that stated that service quality and product quality are important factors in creating customer satisfaction. With the data obtained, this study proves that consumer satisfaction is not only determined by price, but also by how they are treated and what they receive.

LITERATURE REVIEW
Expectancy Disconfirmation Theory (EDT)
Hope disconfirmation theory (expectancy disconfirmation theory) is a theoretical foundation in understanding the formation of consumer satisfaction and dissatisfaction. It explains that satisfaction or dissatisfaction arises after consumers compare their expectations with the real performance of a product or service. If the performance of products and services exceeds expectations, there is a positive disconfirmation that increases satisfaction. Conversely, if performance does not meet expectations, negative disconfirmation will lead to dissatisfaction, this theory was initiated by Richard L. Oliver in (Laetitia et al., 2021). When consumers feel that they do not receive optimal responses or results, what happens is that they are dissatisfied with the product because it does not meet their expectations. Consumer satisfaction theory plays an important role in understanding how feelings of satisfaction and dissatisfaction arise. Thus, this theory is a reference to directly explain the consumer experience. The theory formulated by Richard L. Oliver involves four main elements, namely expectation, perceived performance, disconfirmation of belief, and satisfaction. Belief disconfirmation refers to a consumer's evaluation of a product or service compared to their initial expectations.

Consumer Satisfaction
Consumer satisfaction theory reflects the feelings a person has after comparing the accepted reality with his or her expectations. Customer satisfaction and dissatisfaction based on experience are part of the customer's journey towards the product or service provided by a company. Consumers tend to be satisfied if their expectations are met. The consumer has formed a certain standard in his mind. According to Kotler & Keller in Novandi and Prihadi (2020) The dimensions of consumer satisfaction measurement include: 1.) overall customer satisfaction has indicators, namely product quality, 2.) meeting expectations, consumers will be satisfied if they receive good service or meet expectations. The indicators are there, namely meeting expectations by providing insurance and good service to consumers, 3.) interest in buying again, there are indicators, namely the desire to buy again, 4.) willingness to recommend, there is an indicator, namely the willingness to recommend to others, 5.) consumer dissatisfaction, there is an indicator, namely the level of consumer complaints turning to competitors.

Quality of Service
According to Tjiptono in Arianto and Aroha (2023a) the quality of service shows how superior a company is in providing services that suit customer desires. Consumer satisfaction is also a benchmark for success and a motivation to produce creative and innovative ideas. This is important to ensure the company's sustainability and future success (Wibowati 2021). Dimensions and service quality indicators according to Tjiptono in Perdana and Mulyadi (2023), there are 5 dimensions of service quality, namely: 1.) tangible, have indicators, namely the appearance of physical facilities, equipment, equipment and the appearance of employees, 2.) reliability, has indicators, namely: providing services as promised,

reliable in handling customers and right according to what customers want, 3.) responsiveness, having indicators, namely readiness to provide what customers need accompanied by providing fast and appropriate service, 4.) assurance, has indicators, namely: employees have extensive knowledge and show a consistent polite attitude to customers, are able to maintain the trust given by customers, and are able to convince customers through professional work, 5.) empathy, has indicators, that is, the company provides the best service to customers by paying attention to each consumer and preparing what they need.

Product Quality

According to Kotler & Armstrong in Nursiti (2022) the quality of a product can be seen from the extent to which the product is able to provide benefits, for example through its durability and usefulness. product reliability, product suitability, easy product operation and ease of product to repair. Dimensions and indicators of product quality, according to Kotler & Keller in Arianto and Aroha (2023b) product quality dimensions, namely, 1.) product function, has indicators, namely product benefits, product characteristics and product suitability, 2.) product features, have indicators, namely: product shape, product design and product size, 3.) reliability, have indicators, namely: product durability and product quality standards.

Framework

In every company, customer satisfaction is very important to improve the quality than the company itself, this is characterized by the quality of service provided by the company, if customers are very satisfied with the service provided then this will affect the satisfaction of customers. Product quality is one of the main values that customers expect from the company and is also considered the key to the success of the company. This research is based on the assumption that customer satisfaction is influenced by two main factors, namely product quality and service quality. In the context of marketing, customer satisfaction is key to creating loyalty, increasing retention, and creating a sustainable competitive advantage.

Service quality, the company's ability to meet the needs and expectations of customers through the services provided, both directly. Good service can create a positive experience that strengthens customer satisfaction. Product quality, refers to the extent to which a product meets or meets customer expectations. High-quality products tend to provide more value for customers and have the potential to create greater satisfaction. Customer satisfaction, is the final evaluation of the customer after using a product or service. Customers who feel that their experience meets or exceeds expectations will be satisfied. Satisfaction plays an important role in determining repurchase and loyalty behavior.
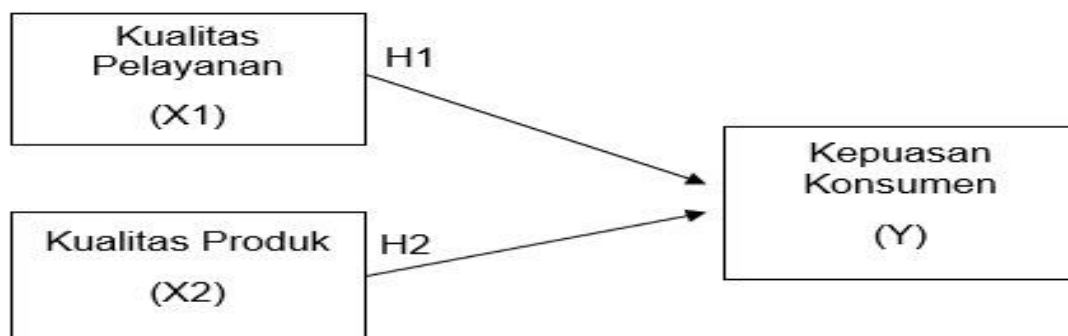

Figure 1. Conseptual Framework

Hypothesis:

H_1 : It is suspected that there is an influence of service quality on consumer satisfaction.

H_2: It is suspected that there is an influence of product quality on consumer satisfaction.

RESEARCH METHODS

Types of Research

The type of research applies quantitative research methods processed using smart-PLS 3.2.9 software. Data is collected through surveys using questionnaires or questionnaires. The number of samples in this study will be determined in the Slovin formula. Can be formulated:

$$n = N / (1 + N* e2) \tag{1}$$

Table 2. Operationalization of Variables

Variable Operationalization	Dimension	Indicator
Consumer satisfaction (Y)	1. Overall customer satisfaction 2. Expectations fit 3. Repurchase interest 4. Availability to recommend 5. Customer dissatisfaction	1. Product quality 2. Expectations are fulfilled 3. Desire to buy back 4. Willing to recommend to others 5. Complaint rate
Quality of servants (X1)	1. Tangible 2. Reliability 3. Responsiveness 4. Certainty 5. Empathy	1. Physical appearance 2. Provide appropriate service 3. Readiness to provide what is needed 4. Can maintain trust 5. Providing the best service
Product Quality (X2)	1. Product Function 2. Product Features 3. Depth	1. Product benefits 2. Product Shape 3. Product durability.

Population and Sample

According to Sugiono in Dini Amalia (2021) population is an area of application of research results that includes objects with special properties and characteristics that are chosen by the researcher to be researched and subsequently conclusions are drawn. From this explanation, the researcher determined that the population of this study is all consumers of beverage products from Haus in Bekasi.

According to Sugiyono in Aji Pangestu et al., (2023) a sample is a group of individuals from a population whose data were collected in a study, where a sample is a small fraction that represents the overall characteristics of that population. In this study, the researcher applied the nonprobability sampling. The number of samples from this research will be determined in the slovin formula. From the results of the calculation, a sample of 100 respondents was obtained.

Sampling Techniques

The sample used is a technique nonprobability sampling. This method of sample selection in which not all members of the population have an equal chance of being selected. In this study, purposive sampling, namely sample selection techniques based on specific criteria or considerations that have been determined. relevant to the research objectives (Sugiyono 2017). The sample selection criteria are set by the researcher, the sample conditions are (1) the respondent had purchased thirsty drinks, (2) domiciled in the Bekasi area, (3) male or female gender, (4) maximum age >50 years old.

Analytical techniques (1) analisis structural equation modelling (SEM), (2) descriptive statistical test, (3) test measurement model (outer model), (4) convergent validity test: discriminating validity test and realibility test, (5) test of structural model (inner model) consists of R-squared (R^2), F-squared (F2) and path coefficients, (6) hypothesis test.

FINDINGS AND DISCUSSION
Findings
Reliability Test

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Composite Reliability	Information
1	Consumer satisfaction	0.864	0.902	Reliabel
2	Quality of service	0.924	0.938	Reliabel
3	Product quality	0.933	0.945	Reliabel

Source: Smart-PLS 2025 processed data.

Based on the table, all statements of the overall variable have a cronbach alpha value of > 0.60, so all questionnaire statements can be declared reliable.

Validity Test

Table 4. Validity Test Results

Construct	Dimension	Outer Loading	Information
Consumer Satisfaction	Overall customer satisfaction	0.845	Valid
	Expectations fit	0.818	Valid
	Repurchase interest	0.801	Valid
	Willingness to recommend	0.809	Valid
	Customer dissatisfaction	0.748	Valid
Quality of Service	Tangible	0.831	Valid
		0.841	Valid
	Reliability	0.827	Valid
	Responsiveness	0.801	Valid
	Kepastian (Assurance)	0.780	Valid
		0.809	Valid
		0.739	Valid
	Empati (Empathy)	0.831	Valid
Product Quality	Product Function	0.843	Valid
		0.815	Valid
		0.848	Valid
	Product Features	0.809	Valid
		0.884	Valid
		0.749	Valid
	Reliability	0.833	Valid
		0.816	Valid

Source: Smart-PLS 2025 processed data.

Based on the table, it is known that all are declared valid, because they are above 0.70 (Binti Tasmiah 2024). So that it can be used for the measurement of each variable.

Uji R-Square

Table 5. R-Square Test Results

	R Square	R Square Adjusted
Consumer Satisfaction	0.735	0.729

Source: Smart-PLS 2025 processed data.

Based on the table, it can be seen that the R-square value is 0.735 where >0.67 means strong, so it can be concluded that this model has a strong ability to explain variations in endogenous constructs.

Uji F-Square

Table 6. F-Square Model Test Results

No		F-Square
1	Quality of service → consumer satisfaction	0.277
2	Product quality → consumer satisfaction	0.198

Source: Smart-PLS 2025 processed data

Based on the table, it shows that the F-square value of service quality (X_1) is 0.277, which means that it has a moderate effect on consumer satisfaction because the value is > 0.15 and the product quality variable (X_3) is 0.198, which means that it has a moderate effect on consumer satisfaction because the value is > 0.15.
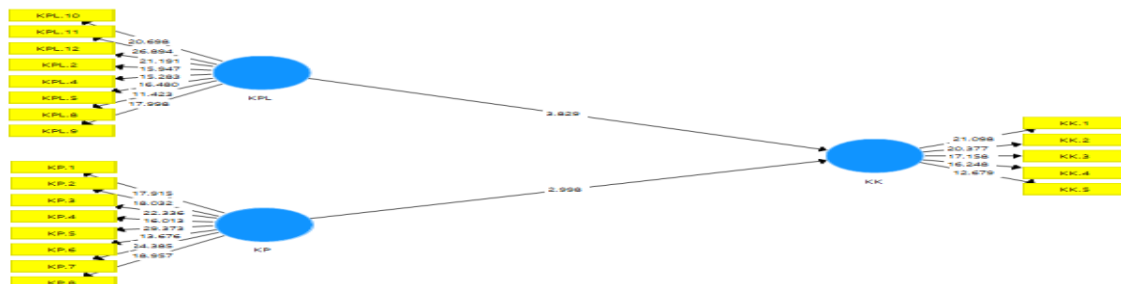
Hypothesis Test

Figure 2. Line Coefficient Test

Source: Smart-PLS 2025 processed data.

Based on the image, it can be seen that there is a relationship between several variables that are connected through lines with certain values. The blue dots represent the main variable, while the yellow boxes indicate the indicators of each variable. Each connecting line has a value that indicates the strength of the relationship between the variables. This describes a model of structural relationships between variables that shows the contribution of each variable to the variable of consumer satisfaction. From the results of bootstrapping, it can be explained that the most dominant indicator in service quality is in the KPL 12 question item, namely Bekasi Haus showing good skills in drinking drinks, so that the results are in accordance with the quality standards that have been set, while for the low there is in KPL 8 about inconsistent waiting times. Meanwhile, for the dominant product quality, there is KP 6, which is attractive packaging, while for the weak KP 5, it is uniformity in use.

Table 7. Path Coefficient Test Results

Hu78; p4	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
KPL -> KK	0.486	0.483	0.127	3.829	0.000
KP -> KK	0.410	0.418	0.137	2.998	0.003

Source: Smart-PLS 2025 processed data.

From the above results, the following conclusions can be drawn:

1. Service quality -> consumer satisfaction: original Sample (O): 0.486, showing that service quality has a positive and strong influence on customer satisfaction. Sample mean (M): 0.483, indicating that the average influence remained positive and stable. Standard deviation (STDEV): 0.127, variation in effect estimation.

2. Product quality->consumer satisfaction: original sample (O): 0.410 indicates that product quality has a positive but very weak influence on consumer satisfaction. Sample mean (M): 0.418, indicating the effect is stable. Standard deviation (STDEV): 0.137, variation in effect estimation.

Based on the results of the hypothesis test, it is known that each variable is in line with the hypothesis, including: the effect of service quality (X_1) on consumer satisfaction has a T-statistics > T-table of 3.829 >1.96 and has a P-value of 0.000 <0.05. Showing that service quality has a positive and significant effect on consumer satisfaction and the influence of product quality (X_3) on consumer satisfaction has a T-statistic >T-table of 2.998 >1.96 and has a P-value of 0.003<0.05. This shows that product quality has a positive and significant effect on consumer satisfaction.

Discussion

The Effect of Service Quality on Consumer Satisfaction

Based on the results of the hypothesis test, it was found that the service quality variable (X_1) has a significant influence on consumer satisfaction in Haus Bekasi, with a P-value of 0.000 which is below 0.05. The T-statistic of 3,829 also exceeds 1.96, so hypothesis 1 is acceptable. This is in line with research according to which states that product quality has a positive and significant effect on customer satisfaction. This is also in line with research (that, the better the quality of the product perceived by customers, the higher their satisfaction level. Tamon et al., (2021), (Dini Amalia, 2025). Research on Sulfan Coffee concludes that promotion influences purchasing decisions. Effective promotion can significantly influence purchasing decisions. Uniquely designed promotions can attract consumer interest and increase sales of Sulfan Coffee. Service quality has a significant influence on purchasing decisions. Good service quality that meets consumer expectations can significantly influence purchasing decisions. The quality of service provided not only encourages purchases but can also increase customer satisfaction and loyalty. This will have a positive impact on increasing sales and competitiveness in Kopi Sulfan. This can be maintained and continuously improved so that Kopi Sulfan can continue to maintain its sales. The results of the research on Sulfan Coffee indicate that promotional factors influence purchasing decisions. Effective promotions can significantly influence purchasing decisions. Uniquely designed promotions can attract consumer interest and increase sales of Sulfan Coffee. Suggestions include maintaining this unique promotional concept and enhancing it through the full marketing mix.

The Effect of Product Quality on Consumer Satisfaction

Based on the results of the hypothesis test, it was found that the service quality variable (X_1) had an influence and significance on consumer satisfaction in Bekasi Haus, with a P-value of 0.003 which was

below 0.05. The T-statistic of 2.998 also exceeds 1.96, so hypothesis 2 is acceptable. This is in line with research that shows that product quality has a positive and significant influence on customer satisfaction. Where the better the quality of service provided by the company, the higher the level of satisfaction felt by customers (Komara, 2021).

CONCLUSION

Based on the results of research that has been carried out by researchers on Haus Drinks in Bekasi, the following conclusions can be drawn: 1) the variable of service quality (X_1) on consumer satisfaction (Y) is influential and significant. Based on the results of the research that has been carried out, it can be concluded that the quality of service has a positive influence on customer satisfaction. The better the service provided in terms of friendliness, punctuality, attention to customer needs, and clarity of information, the higher the level of satisfaction felt by customers. Customers want to be served quickly, politely, and professionally. When they feel heard and well helped, this fosters a sense of comfort and satisfaction. On the other hand, slow or unfriendly service tends to lower satisfaction, even though the products offered may be good. 2) Product quality (X_2) on consumer satisfaction has a significant influence. Based on the results of the research that has been conducted, it can be concluded that product quality has a positive influence on customer satisfaction. This means that the better the quality of the products provided by the company, the more likely customers are to feel satisfied with the purchases they make. Customers are satisfied when the products they buy meet expectations, both in terms of appearance, function, comfort, and durability. When the product looks attractive, works well, and provides benefits as promised, then customers will feel that their decision to buy is the right one. Based on the above conclusion, managerial implications can be obtained: product quality has a positive and significant effect on customer satisfaction, this finding is corroborated by the indicator that Haus Bekasi can maintain their expertise in terms of drinking drinks, and improve consistency in terms of managing time. The quality of the packaging has a positive and significant effect, this finding is corroborated that the packaging used attracts this can be improved and maintained, while the thing that needs to be improved is the flexibility in the use of the product. The limitations in this study are only a few variables used, the time period in the study is also limited. Meanwhile, suggestions to be able to use other variables in this study such as promotion, price, and distribution channels.

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