

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND CONVENIENCE ON CUSTOMER SATISFACTION

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Abstract. The objective of this research is to assess the effects of service quality, productivity, and comfort on customer satisfaction. This quantitative explanatory study elucidates the relationship between the independent and dependent variables through hypothesis testing. Using purposive sampling technique, 129 people with the minimum age of eighteen years who have made any purchase and repeat purchase from Mie Gacoan were selected as the respondents. The research instruments were examined using validity test, reliability test, and classical assumption test. Furthermore, descriptive analysis, multiple linear regression, and hypothesis testing were also performed. Based on the result of the assessment on the four variables, this study concludes that service quality, product quality, and comfort have positive and significant effects on the satisfaction of Mie Gacoan customers in Malang.

Keywords: Service Quality, Product Quality, Comfort, Customer Satisfaction.

I. INTRODUCTION

The food and beverage industry is one of the sectors experiencing growth in manufacturing and the national economy. This industry is known as the non-cyclical food and beverage industry, meaning that its growth is stable and not easily affected by seasons or economic conditions such as inflation. According to BPS, the growth of the culinary industry increased by 5.33% in 2023, indicating a profitable and sustainable business prospect. One example of a growing food and beverage industry in Indonesia is Mie Gacoan in Malang City. Founded in 2016 by Harris Kristanto under PT Pesta Pora Abadi, Mie Gacoan has opened 6 branches in Malang and employs more than 3,000 employees.

Table 1. List of Gacoan Noodle Branches in Malang

No.	Gacoan Noodle Branch	Address
1	Sukun Gacoan Noodles	Jl. S. Supriadi No.74A, Sukun, Kec. Sukun
2	Gacoan Noodle Jl Jakarta	Jl. Jakarta No.16, Sumbersari, Lowokwaru sub-district
3	Gacoan Tlogomas Noodle	Jl. Raya Ngelo Tlogomas No.5, Tlogomas, Lowokwaru Kec.
4	Kendalsari Gacoan Noodle	Jl. Kendalsari III Dlm, Tulusrejo, Kec.
5	Lowokwaru	Jl. Raya Mondoroko No.123A, RT.08/RW.07, Pangetan
6	Gacoan Singosari Noodles	Jl. Dirgantara, Lesanpuro, Kec. Kedungkandang

Source: Laros Media (2023)

The restaurant is popular among students, college students, and families as a place to eat and gather with facilities such as plugs, spacious parking lots, comfortable chairs, and music

that add to the comfort. In addition, the affordable price is also the main attraction, making Mie Gacoan viral and quickly widely known. According to initial observations, Mie Gacoan in Malang City receives around 90 to 150 visitors every day with a daily turnover estimated at Rp 3,300,000. With 6 outlets, the monthly turnover can reach Rp 99,000,000 per outlet. In September 2023, the average visitor spent a minimum of IDR 22,000, which corroborates the daily and monthly turnover estimates.

Table 2: Daily Gacoan Noodle Visitors

Consumer	Total
Regular visitors	≥ 100 people
Ojol driver	≥ 85 people

Source: Primary Data Processing (2024)

Several consumers gave positive reviews with high *online ratings* on *google reviews* making Mie Gacoan in Malang City one of the most favorite noodle shops due to high customer satisfaction.

Table 3. Review of Gacoan Noodle Outlets in Malang City

outlets	Number of Outlets	Rating	Location
Gacoan Noodles	6	4,7	Malang
Devil's Scrooge Noodles	3	4,6	Malang
Wizzme	1	4,6	Malang

Source: *Google Rating Review Go Food* (2023)

Customer satisfaction is a key aspect of running a successful business, arising when service performance matches customer expectations. This is the basis of business success and is important in achieving company competitiveness (Riyardi *et al.*, 2019). The level of customer satisfaction is also important for retaining current customers and attracting new customers (Han & Jeong, 2013). In marketing, customer satisfaction encourages recommendations, willingness to pay, repeat purchases, and word of mouth (Han & Hyun, 2017), and has a positive impact on sales (Knutson, 1988).

To find out what customers want, companies can conduct market research and direct interaction. The voice of the customer provides important input for management to determine priorities. For example, at Mie Gacoan in Malang City, customers are willing to queue long because of the high level of satisfaction and good branding, despite other competitors.

Research shows that customer satisfaction at Mie Gacoan is influenced by service quality, product quality, and convenience. Mie Gacoan offers the best price in its class (Permana & Panjaitan, 2021), but there are still complaints about product and service quality (Sholikhah and Hadita, 2023). Service quality is key to business success, although its effect on customer satisfaction can vary (Syahsudarmi, 2022; Budiarno *et al.*, 2022). Product quality is also important, but it does not always have a significant effect on customer satisfaction.

In addition, convenience also affects customer satisfaction. The convenience felt by consumers at Mie Gacoan Malang City includes low prices, delicious flavors, and comfortable restaurant facilities (Maharani Shinta, 2020). However, increasing convenience is not always directly proportional to customer satisfaction (Kamiluddin, 2020).

The benefit of this research if carried out is to make a meaningful contribution to the development of programs and science. Theoretically, this research will produce empirical data

that can be used to develop understanding in the field of marketing, especially regarding the effect of service quality, product quality, and convenience on customer satisfaction at Mie Gacoan Malang City. The results of this study will also provide academic benefits for students interested in marketing studies. Managerially, this research can be a valuable reference for the management of Mie Gacoan and other companies in similar industries. The information obtained will assist companies in improving service strategies, product quality, and convenience offered to customers, so as to increase overall customer satisfaction and satisfaction.

The purpose of this study is to analyze the significant influence between service quality, product quality, and convenience on customer satisfaction at Mie Gacoan Malang City. In detail, the objectives of this study are to identify whether there is a significant influence between service quality on customer satisfaction, examine the effect of product quality on customer satisfaction, and evaluate the effect of convenience on customer satisfaction at Mie Gacoan Malang City. The answers to these objectives will be the basis for the conclusions in this study, which are expected to provide new and practical insights for service quality improvement in the culinary industry.

II. LITERATURE REVIEW

A. *Service Quality*

According to Ryu et al. (2010), perceived service quality and customer satisfaction can be studied through transaction-specific and global perspectives. Customers evaluate their satisfaction after receiving services by comparing their experiences and expectations. Shayestehfar & Yazdani (2019) state that service quality is the result of a comparison between customer expectations and perceived performance. Parasuraman et al. (1994) identified five dimensions of SERVQUAL: tangibility (physical facilities, equipment, personnel appearance), reliability (performing services correctly and accurately), responsiveness (willingness to help customers and provide fast service), assurance (knowledge and courtesy of employees, and the ability to convey trust), and empathy (individual attention to customers). The SERVQUAL model is often used to measure service quality by comparing customer expectations and perceptions, because it describes various dimensions of service and is measured from the customer's perspective.

Dhasan et al. (2017) shows that service quality has a significant effect on customer engagement (CE) in an offline context. Consumers give a positive response to good service by recommending it to others. Therefore, companies need to improve service quality to maintain and increase consumer loyalty. Positive responses from consumers can increase loyalty to the chosen product. According to Kotler (2012), satisfaction is a deep commitment to support a product or service despite the influence of situations that can cause customers to switch. Parasuraman et al. (1994) also stated that multi-channel service quality as measured by the SERVQUAL dimension has a significant effect on customer satisfaction. The dimensions of tangibility, responsiveness, and empathy play an important role in determining service quality.

B. *Product Quality*

According to Kotler and Armstrong (2006), product quality is the ability of a product to perform its functions, including reliability, accuracy, ease of operation, and repair. Product quality must meet customer expectations to provide satisfaction that exceeds expectations (Novia et al., 2019). Kotler & Keller (2009) state that product quality has two main dimensions:

the level of consistency and product specifications that meet customer expectations. Weenas & Jackson (2013) added that consistent product quality free from damage can significantly affect customer satisfaction.

Apart from product quality, service quality also plays an important role in customer satisfaction. Lupiyoadi & Hamdani (2006) state that service quality is the key to business success. Good service can create higher customer satisfaction (Syahsudarmi, 2022). However, Budiarno et al. (2022) found that although some indicators of service quality were rated positively, overall service quality was not always significant to customer satisfaction, emphasizing the importance of in-depth evaluation of service aspects. Service quality includes various dimensions such as performance, features, reliability, and serviceability that must be considered to provide optimal satisfaction to customers (Tjiptono, 2007). Good product and service quality, coupled with customer convenience, will create a satisfying experience and higher customer satisfaction.

C. Comfort

One of the theories used is the concept of comfort, which according to Efdison et al. (2023), is a subjective feeling that arises from the interaction of individuals with their environment, including in the context of restaurant services. Gery (2018) adds that comfort includes acceptance of the surrounding conditions and feelings of pleasure towards the existing situation, which can be influenced by factors such as cleanliness, room temperature, and security, as stated by Hasanah (2018). This concept is important in understanding how the physical and psychological aspects of the service environment can affect customer perception and satisfaction.

Wati et al. (2023) explain that service quality is measured by how well the company is able to meet customer expectations in direct interaction, while product quality, in Santoso's (2019) view, includes aspects such as taste, appearance, and consistency that affect consumer satisfaction. Taken together, these theories provide a foundation for understanding the factors that influence customer satisfaction in the restaurant sector, which will then be tested in the study to evaluate the relationship between these variables and customer satisfaction at Mie Gacoan in Malang City.

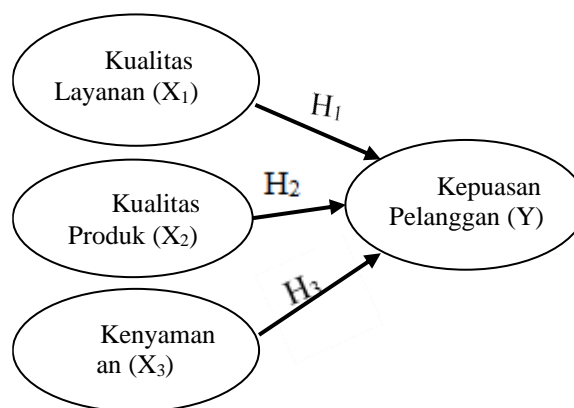
D. Customer Satisfaction

The concept of customer satisfaction was put forward by Kotler (in Sunyoto, 2013) as a response or reaction to the comparison between the performance received and previous expectations. Parasuraman et al. (1994) observed that customer satisfaction occurs when product or service performance meets or exceeds customer expectations. In this context, customer satisfaction affects not only repeat purchase decisions but also the behavior of using positive words and recommendations (word of mouth).

Second, the dimensions of customer satisfaction include aspects of loyalty, repurchase intentions, product recommendations, likelihood of paying more, and providing feedback (Kotler & Keller, 2009). This shows that customer satisfaction not only impacts customer retention but also affects brand image and increased sales. Measuring customer satisfaction can be done through methods such as periodic surveys, observation of customer loss rates, and use of mystery customers (Kotler & Keller, 2016). These methods help companies to better understand customer preferences and expectations and improve the quality of their services and products.

In the context of the influence of customer satisfaction, companies that are able to maintain high levels of satisfaction can build harmonious relationships with customers, increase loyalty, and get positive word-of-mouth recommendations (Kotler & Keller, 2016). This is important because customer satisfaction not only creates direct profits but also improves the company's reputation in the market. Finally, customer satisfaction indicators such as product quality, service quality, emotional aspects, price, and location (Tjiptono, 2011) provide a foundation for companies to identify areas for improvement to increase customer satisfaction and retention.

E. Research Framework



Source: Researcher (2024)

Figure 1. Research conceptual framework

F. Hypothesis Development

H1: Service Quality Variable (X1) has a significant positive effect on Customer Satisfaction (Y)

H2: Product Quality Variable (X2) has a significant positive effect on Customer Satisfaction (Y)

H3: The convenience variable (X3) has a significant positive effect on customer satisfaction (Y)

III. RESEARCH METHODOLOGY

A. Type of Research

The type of research that will be used in this study is explanatory research. Data collection uses research instruments, and data analysis is quantitative with the aim of testing the hypothesis that has been determined. The definition of this research is in accordance with the objectives of this study, namely to determine the effect of service quality (X1), product quality (X2) and convenience (X3) on customer satisfaction (Y) studies on consumers of poor city gacoan noodles.

B. Population and Sample

In this study, the population is all customers of Mie Gacoan Malang City with an uncountable population. In the context of this study, the sample includes a number of consumers who have made transactions at Mie Gacoan Malang City. The sampling technique used in this study is purposive sampling, namely the selection of samples limited by certain types or criteria that can provide the information needed in the study. The characteristics of

the response in this study are consumers who have made purchases at least once and made repeated purchases at Mie Gacoan in Malang City, and are at least 18 years old. In this study, the number of variables studied were 4 variables, namely Service Quality, Product Quality, Convenience, and Customer Satisfaction and had 21 indicators. With consideration that the level of population representation is high, the researchers used the statement by Hair et al. (2010), namely (5 x number of indicators), namely (5 x 21) = 105 so the researcher determined that the minimum number of respondents in this study was 105.

C. Data Collection and Analysis Methods

The method used in data collection is by interview, using questionnaires to consumers of Malang city gacoan noodles and literature review. Data collection techniques in the form of observation, questionnaires with the measurement scale used in this study, namely using a Likert scale and literature study. The data analysis method for hypothesis testing in this study uses SPSS ver 26.0 software for windows. The stages of data analysis are in the form of instrument tests (validity tests and reliability tests), classical assumption tests (normality tests, heteroscedasticity tests, and multicollinearity tests), multiple linear regression analysis, and hypothesis testing (coefficient of determination, t test, and f test).

IV. RESULT AND DISCUSSION

A. Respondent Characteristics

From the results of distributing questionnaires to all customers of Mie Gacoan Malang City, totaling 129 respondents, a description of the characteristics of respondents based on gender, age, occupation and monthly expenses can be obtained.

By Gender

Table 4. Based on Gender

No.	Gender	Frequency	Percentage
1	Male	46	35,7%
2	Female	83	64,3%
	Total	120	100%

Source: Primary Data Processing (2024)

Based on the data listed in Table 4, it can be seen that the characteristics of respondents based on gender in this study were dominated by women as many as 83 people or 64.3%, while the remaining 46 people were male respondents (35.7%). Gacoan Noodle customers in Malang City are mostly female.

By Age

Table 5. By Age

No.	Age	Frequency	Percentage
1	17-20 years	43	33,3%

25

2	21-23 years old	83	64,3%
3	24-26 years old	3	2,3%
Total		129	100%

Source: Primary Data Processing (2024)

It can be seen based on the table above that out of a total of 129 samples of respondents observed in this study, 83 samples (64.3%) were respondents aged 21-23 years. The lowest age group when viewed from the frequency, namely 3 people (2.3%), is in the age group 24-26 years. Based on the results of the distribution analysis based on age categories, the age range that makes the most purchases at Mie Gacoan is 21-23 years.

By Occupation

Table 6. Based on Occupation

No.	Jobs	Frequency	Percentage
1	More	4	3,1%
2	Employee	7	5,4%
3	Student	116	89,9%
4	Entrepreneurship	2	1,6%
Total		129	100%

Source: Primary Data Processing (2024)

Based on the table above, of the total 129 samples of respondents observed in this study, 116 samples (89.9%) were respondents with student backgrounds. Meanwhile, the respondents with the lowest frequency were entrepreneurs, namely 2 samples (1.6%). From this result, it can be said that the majority of respondents work as students.

Based on Expenses in a Month

Table 7. Based on Expenses in a Month

No.	Revenue	Frequency	Percentage
1	> IDR 4,000,000	8	6,2%
2	IDR 1,000,000 - IDR 2,500,000	64	49,6%
3	IDR 2,500,000 - IDR 4,000,000	19	14,7%

4	IDR 500,000 - IDR 1,000,000	38	29,5%
Total		129	100%

Source: Primary Data Processing (2024)

Based on the table above, of the total 129 samples of respondents observed in this study, 64 samples (49.6%) were respondents who had an expenditure of 1-2.5 million per month. The group with the lowest expenditure when viewed from the frequency, namely as many as 8 people (6.2%) are in the group with expenditures > 4 million.

B. Data Analysis Results

Includes validity test and reliability test, as follows:

Validity Test

The validity test is usually used to measure the extent of the accuracy and accuracy of a measuring instrument in carrying out its measurement function (Azwar, 1986). Ghazali (2009) states that the validity test is used to measure whether a questionnaire is valid or not. To measure validity, it can be done by correlating the scores of question items with the total score of the construct or variable. Data validity can be identified through a comparison of the *Pearson Product Moment* correlation index; research is considered valid if the value of $r_{count} > r_{table}$ or the correlation significance value $< \alpha$ (0.05). Details of the validity test results for each variable item in this study can be found in Table 8 below.

Table 8. Validity Test

Item	Counter	Sig.	R-table	Description
X1.1	0,465	0.000	0.1729	Valid
X1.2	0,719	0.000	0.1729	Valid
X1.3	0,601	0.000	0.1729	Valid
X1.4	0.804	0.000	0.1729	Valid
X1.5	0.853	0.000	0.1729	Valid
X1.6	0.824	0.000	0.1729	Valid
X1.7	0.799	0.000	0.1729	Valid
X1.8	0,623	0.000	0.1729	Valid
X1.9	0,658	0.000	0.1729	Valid
X1.10	0,679	0.000	0.1729	Valid
X2.1	0.820	0.000	0.1729	Valid
X2.2	0.819	0.000	0.1729	Valid
X2.3	0.860	0.000	0.1729	Valid
X2.4	0.742	0.000	0.1729	Valid
X2.5	0,656	0.000	0.1729	Valid
X2.6	0,741	0.000	0.1729	Valid
X2.7	0,654	0.000	0.1729	Valid
X2.8	0,660	0.000	0.1729	Valid
X2.9	0,701	0.000	0.1729	Valid
X2.10	0,668	0.000	0.1729	Valid
X2.11	0,673	0.000	0.1729	Valid

X2.12	0,753	0.000	0.1729	Valid
X2.13	0,670	0.000	0.1729	Valid
X2.14	0,677	0.000	0.1729	Valid
X2.15	0,675	0.000	0.1729	Valid
X2.16	0,768	0.000	0.1729	Valid
X3.1	0,647	0.000	0.1729	Valid
X3.2	0,690	0.000	0.1729	Valid
X3.3	0,589	0.000	0.1729	Valid
X3.4	0,500	0.000	0.1729	Valid
X3.5	0,550	0.000	0.1729	Valid
X3.6	0,757	0.000	0.1729	Valid
Y.1	0,761	0.000	0.1729	Valid
Y.2	0,672	0.000	0.1729	Valid
Y.3	0,704	0.000	0.1729	Valid
Y.4	0,655	0.000	0.1729	Valid
Y.5	0,736	0.000	0.1729	Valid
Y.6	0,708	0.000	0.1729	Valid
Y.7	0,751	0.000	0.1729	Valid
Y.8	0,652	0.000	0.1729	Valid
Y.9	0,473	0.000	0.1729	Valid
Y.10	0,249	0.000	0.1729	Valid

Source: Data Processed (2024)

From the data listed in Table 8, it can be seen that the majority of indicators that make up each variable have $R_{count} > R_{table}$ (or $sig. < \alpha$), which means that overall the question items are valid and can be used for the next stage of analysis. The r-table is obtained from the r-table with $N = 129$ and $\alpha = 0.05$ (two-way test).

Reliability Test

The reliability test of the questionnaire is used to see if the questionnaire has consistency if the measurements are repeated. According to Ghazali (2009), reliability is a tool for measuring a questionnaire which is an indicator of variables or constructs. The reliability test is carried out to evaluate the extent to which the scale can provide consistent results when the instrument is used repeatedly. An instrument is considered reliable if it has a reliability coefficient of 0.60 or more (Sujarweni, 2014).

Table 9: Reliability test

No	Variabel	Jumlah Item	Koefisien Alpha Cronbach	Keterangan
1	Kualitas layanan	10	0,923	Reliabel Tinggi
2	Kualitas produk	16	0,937	Reliabel Tinggi
3	Kenyamanan	6	0,854	Reliabel Tinggi
3	Kepuasan Pelanggan	10	0,891	Reliabel Tinggi

Source: Data Processed (2024)

Based on the information contained in Table 9, shows the results of the reliability test on the research instrument. It can be seen that of the three variables examined in this study, as a whole has a variable Cronbach Alpha value > standard value (0.6) which means that the variable has a high reliability value and can be used for further analysis.

C. Classical Assumption Test

Multicollinearity Test

The indicators used to conclude whether multicollinearity occurs in the regression model are the tolerance value and VIF (*Variance inflation factor*). The model does not experience symptoms of multicollinearity if the tolerance value > 0.1 and the VIF value between independent variables < 10.

Table 10: Multicollinearity Test

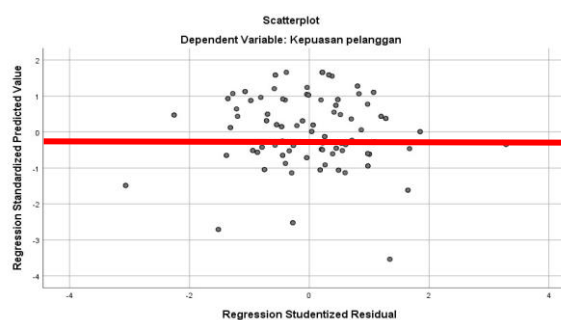
Independent variable	Collinearity Statistics	
	Tolerance	VIF
X1	.537	1.863
X2	.424	2.357
X3	.492	2.030

Source: Data Processed (2024)

The test results show that the overall tolerance value is > 0.1, implying that there is no indication of multicollinearity among the independent variables. The multicollinearity test can also be done by comparing the VIF (*Variance Inflation Factor*) value with a threshold of 10. If the VIF value > 10, it can be concluded that multicollinearity occurs.

Heteroscedasticity Test

Figure 2. Heteroscedasticity test



Source: Data Processed (2024)

Based on Figure 2, the scatterplot visualization shows an even distribution and does not form a special pattern. In the Scatter Plot Graph above, it is clear that there is no particular pattern because the points spread irregularly above and below the 0 axis on the Y axis. So it can be concluded that there are no symptoms of heteroscedasticity in the model that has been formed. In other words, the error variance of the model is constant and the model can be used for further analysis.

Normality Test

According to Ghozali (2021) normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution, if this assumption is violated, the statistical test becomes invalid for a small sample size.

Table 11. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		129
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.33528279
Most Extreme Differences	Absolute	.060
	Positive	.057
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed (2024)

Based on the calculation results of Table 11, the sig. value of 0.200 is greater than 0.05. Then the H0 condition is accepted, namely that the normality assumption is met.

Determination Coefficient Test

The coefficient of determination ranges from zero to one. The higher the coefficient of determination, the higher the influence of the independent variable on the dependent variable being tested (Ghozali, 2018).

Table 12. Test Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837a	.701	.694	3.375
a. Predictors: (Constant), Convenience, Service quality, Product quality				

Source: Data Processed (2024)

From Table 12, the coefficient of determination of the model is 0.701. This coefficient of determination is the contribution of a variable to the formation of the value of the dependent variable. From this value it can be concluded that service quality, convenience and product quality have a contribution of 70.1% to the formation of variations in the value of customer satisfaction (Y), while the remaining 29.9% is explained by other factors outside the model.

Multiple Linear Regression

Multiple linear regression analysis is a method used to test the relationship or relationship between the dependent variable and the independent variable (Ghozali, 2018).

Table 13. Regression Equation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,063	1.711		7.049	.000
	X1	.180	.049	.247	3.701	.000
	X2	.206	.039	.393	5.243	.005
	X3	.391	.087	.313	4.489	.000

Source: Data Processed (2024)

In this study, simple linear regression analysis with one independent variable was used. The results of the equation in the table above can be written in a simple linear regression equation as follows:

$$Y = 12.063 + 0.180 X_1 + 0.206 X_2 + 0.391 X_3$$

From the regression equation above, the constant value of 12.063 indicates that if all independent variables are zero, then customer satisfaction remains at 12.063 points. The service quality coefficient of 0.180 means that every increase in service quality by 1 point will increase customer satisfaction by 0.180 points. The product quality coefficient of 0.206 indicates that every increase in product quality by 1 point will increase customer satisfaction by 0.206 points. The product convenience coefficient of 0.391 means that every increase in product convenience by 1 point will increase customer satisfaction by 0.391 points, assuming other factors are considered constant.

If there is one increase in service quality, there will also be an increase in customer satisfaction of Mie Gacoan in Malang City. If there is one increase in product quality, there will also be an increase in customer satisfaction of Gacoan Noodle in Malang City. If there is one increase in convenience, there will also be an increase in customer satisfaction of Gacoan Noodle Customers in Malang City.

D. Hypothesis Testing

Simultaneous Significance Test (F Test)

The f test is an overall significance test of the observed or estimated regression line, whether Y is linearly related to X1, X2, and X3 (Ghozali, 2018).

Table 14. Regression Equation

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3343.463	3	1114.488	97.839	<.000 ^b
	Residuals	1423.886	125	11.391		
	Total	4767.349	128			

Source: Data Processed (2024)

Based on Table 14 above, with empirical data (field results) it is found that the F-count value is 97.839 and the p-value is 0.000. If the p-value < alpha (5%), the conclusion of the hypothesis test taken is to reject H0. In the confidence range of 95%, it is concluded that there is sufficient

evidence to say that the independent variables in the model together (simultaneously) have a significant effect on customer satisfaction.

Partial Significance Test (T Test)

The t test is a test that shows how far the influence of an independent variable individually in explaining the variation in the dependent variable (Ghozali, 2018).

Table 15.

<i>Coefficients^a</i>						
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
Model		B	Std. Error	Beta	t	Sig.
1	<i>(Constant)</i>	12.063	1.711		7.049	.000
	X1	.180	.049	.247	3.701	.000
	X2	.206	.039	.393	5.243	.005
	X3	.391	.087	.313	4.489	.000

Source: Data Processed (2024)

Based on the table, it can be explained that the hypothesis in this study is between the *independent variable* and *the dependent variable*, namely:

H1: Service quality variable (X1) has a significant positive effect on customer satisfaction (Y)

Service quality has a significant effect on customer satisfaction. With empirical data from the field results, it is found that the T-count value of the independent variable is 3.701 with a p-value of 0.000. If the p-value < alpha (0.05), the conclusion of the hypothesis test taken is reject H0. With these results, in the confidence range of 95%, it is concluded that the service quality variable has a partially significant effect on customer satisfaction. Thus hypothesis 1 which states that "service quality has a significant effect on customer satisfaction" is accepted.

H2 : Product quality variable (X2) has a significant positive effect on customer satisfaction (Y)

Product quality has a significant effect on customer satisfaction. With empirical data from the field results, it is found that the T-count value of the independent variable is 5.243 with a p value of 0.000. If the p-value < alpha (0.05), the conclusion of the hypothesis test taken is to reject H0. With these results, in the confidence range of 95%, it is concluded that the product quality variable has a significant influence (partially) on customer satisfaction. Thus hypothesis 2 which states that "product quality has a significant effect on customer satisfaction" is accepted.

H3: Convenience variable (X3) has a significant positive effect on customer satisfaction (Y).

Convenience has a significant effect on customer satisfaction. With empirical data (field results) it is found that the T-count value of the independent variable is 4.489 with a p value of 0.000. If the p-value < alpha (0.05), the conclusion of the hypothesis test taken is to reject H0. With these results, in the confidence range of 95%, it is concluded that the product convenience variable has a partially significant effect on customer satisfaction. Thus hypothesis 3 which states that "convenience has a significant effect on customer satisfaction" is accepted.

The results of the hypothesis analysis indicate that the independent variables, namely service quality, product quality, and convenience have a significant impact on the dependent variable, namely customer satisfaction.

1. The Effect of Service Quality on Customer Satisfaction

Based on the results of multiple linear analysis tests, it was found that service quality (X1) has a significant positive effect on customer satisfaction (Y) on Gacoan Noodle customers in Malang. Good service quality increases the level of perceived customer satisfaction. The strongest indicator in the service quality variable is empathy, supported by the average frequency distribution of empathy of 3.846, where customers agree that employees show good manners. This shows that there is a strong influence between service quality and customer satisfaction of Mie Gacoan.

Indicators that show weakness in service quality are in assurance regarding serving food in a warm state, with a total of 3.576 points. The reality in the field shows that Mie Gacoan has not been able to fully meet customer satisfaction regarding the guarantee of warm food. According to Tjiptono (2011), good service quality makes customers satisfied and provides recommendations to others, attracting more customers. This is supported by Rhaziqien's research (2018) which concluded that service quality has a positive effect on customer satisfaction, reinforcing that the best service quality can increase customer satisfaction.

2. The Effect of Product Quality on Customer Satisfaction

Based on hypothesis testing, this study found that product quality partially has a positive and significant effect on customer satisfaction of Gacoan Noodles in Malang City. Good product quality provides a satisfying experience for consumers, while low quality products cause dissatisfaction. Product quality standards that are always maintained, as well as raw materials that meet the standards, increase customer assessment of the quality of Mie Gacoan products. The results of this study are supported by research by Jannah (2019) and Rhaziqien (2018), which also state that product quality has a significant effect on customer satisfaction. Understanding the aspects of product quality that affect customer satisfaction shows that Mie Gacoan must continue to maintain and improve its product quality standards, because this greatly affects the level of customer satisfaction.

3. The Effect of Convenience on Customer Satisfaction

The emergence of a feeling of comfort in the minds of consumers is inseparable from the fulfillment of comfort dimensions such as cleanliness, room temperature, and security. Sari et al. (2016) reinforces that consumers seek comfort in the process of waiting for service and feel more comfortable if the facilities used are made comfortable and attractive. Based on the results of multiple linear analysis tests, it is found that convenience has a significant and positive influence on customer satisfaction. The element of comfort in the cleanliness indicator obtained the highest average in the results of the frequency of respondents' answers, especially in statements about kitchen cleanliness seen by customers through cooking shows, indicating that a high level of kitchen cleanliness contributes significantly to customer comfort and satisfaction.

The results of this study are in line with previous research by Kusumaningrum (2020) which concluded that the convenience variable has a positive and significant effect on customer

satisfaction. Broadly speaking, it can be concluded that convenience has a positive and significant effect on customer satisfaction, emphasizing the importance of the convenience factor in creating high customer satisfaction.

V. CONCLUSION

Based on the results of research on Service Quality, Product Quality, and Convenience on Customer Satisfaction of Gacoan Noodle consumers in Malang City, involving 129 respondents residing in the Malang area, it can be concluded that: Service Quality has a positive and significant impact on customer satisfaction, indicating that physical, reliability, responsiveness, assurance, and empathy affect the level of customer satisfaction, which is dominated by students and college students. The quality of the products provided and presented by Mie Gacoan also has a positive impact on customer satisfaction, because customers feel adequate with the quality of the products received. The convenience received by consumers is able to increase customer satisfaction, showing the positive influence of perceived convenience. Overall, the study shows a positive and significant influence between service quality, product quality, and convenience on customer satisfaction of Mie Gacoan Malang City, which is caused by indicators of these three factors that influence consumer assessments of customer satisfaction.

Based on the conclusions above, several suggestions can be put forward which are expected to be useful for companies and other parties. The suggestions given are as follows. Based on the research results, the authors suggest that the Gacoan Noodle Company improve service quality by paying attention to the physical evidence of food delivery, service reliability, and guarantee that food is served warm. In addition, the company must guarantee the quality of the products served and improve consumer comfort, especially in terms of security when parking a vehicle. For future research, it is hoped that this research can provide a more comprehensive understanding of service quality, product quality, and convenience and their impact on customer satisfaction. It is also recommended to continue research with different objects and methodologies and consider other variables such as brand trust and sales promotions to expand research on customer satisfaction.

Based on the research results, there are several implications that can be applied by Mie Gacoan to fulfill customer satisfaction. This research provides a new view for Mie Gacoan on factors that affect customer satisfaction, such as service quality, product quality, and convenience. Good service quality can be achieved through improvements in formulation or production processes, as well as adjustments in employee skills and knowledge. Proper training is needed so that employees can implement changes effectively, thereby improving the quality of service they provide to customers. In addition, increased speed in service indicates that the company needs to improve efficiency in service. Improving product quality is also an important concern for Mie Gacoan. Product variant development and stricter quality control are needed to maintain a consistent taste. The convenience offered also has a significant effect on customer satisfaction. Mie Gacoan needs to ensure a comfortable place to eat, safe parking, and cleanliness is maintained. All these implications should be considered by Mie Gacoan to improve the important aspects that have been researched in order to maintain and increase customer satisfaction with Mie Gacoan.

The limitations of this study are that it was only conducted in Malang City, so the results may not be generalizable to the population of Gacoan Noodle customers in other areas, the use of purposive sampling techniques can lead to sample bias because respondents are

selected based on certain criteria, in addition, this study only used a sample of 129 respondents, which is relatively small and may not be sufficient to accurately describe the effect of service quality, product quality, and convenience on customer satisfaction.

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