


The Influence of Green Products and Service Quality on Consumer Satisfaction

¹Saut Rediman Situmorang, ²Herold Moody Manalu, ³Francis Hutabarat

^{1,2,3}Universitas Advent Indonesia

Article Info	ABSTRACT
Keywords: Green Accounting, Service Quality, Consumer Satisfaction	This study examines the influence of environmentally friendly products (green products) and service quality on customer satisfaction at vegan restaurants in Cicendo District, Bandung City. Using a quantitative approach with survey data from 135 respondents, the results show that green products significantly affect customer satisfaction ($t = 4.72$; $p < 0.05$), while service quality also has a significant effect ($t = 5.31$; $p < 0.05$). Simultaneously, both variables contribute positively ($F = 28.45$; $p < 0.05$), indicating that eco-friendly products enhance consumer perceptions of sustainability, and service quality improves overall customer experience. The findings suggest that innovation in green products and service quality improvement through employee training and consumer education are essential strategies to strengthen the competitiveness of vegan restaurants.
This is an open access article under the CC BY-NC license 	Corresponding Author: Saut Rediman Situmorang Universitas Advent Indonesia 2231039@unai.edu

INTRODUCTION

Customer satisfaction represents consumers' positive evaluations of the goods or services they utilize and is closely tied to the extent to which these offerings meet or exceed consumer expectations (Ismanto & Munzir, 2020). Within the business context, ensuring high levels of satisfaction is a strategic priority, as dissatisfaction often hinders growth and competitiveness. Consumers serve as the primary evaluators of product and service quality, focusing on aspects such as product performance, service responsiveness, and price fairness (Jatimnet, 2023; Dianti & Paramita, 2021). Moreover, satisfaction significantly contributes to customer loyalty, brand image, and the long-term sustainability of a business.

Conversely, dissatisfaction arises when products or services fail to meet expectations, thereby undermining corporate reputation and long-term customer relationships (Butarbutar, Simatupang, et al., 2021). For instance, Ferdianto (2024) documented customer dissatisfaction at Mie Gacoan restaurant in Probolinggo, where patrons reported feeling undervalued, while Diah (2024) highlighted issues in the FNB restaurant chain, including unfulfilled reservations, cleanliness concerns, and delays in service. Such examples illustrate how poor service and inadequate product quality can diminish customer trust and satisfaction.

In response, consumers are increasingly prioritizing sustainable consumption. Growing awareness of environmental preservation and health-related concerns has intensified

demand for green products, which are designed to minimize environmental impact throughout their life cycle (Budianti et al., 2023). These products incorporate eco-friendly materials and efficient production processes that reduce ecological harm. Recent global surveys also confirm this trend, with 73% of consumers across 60 countries expressing willingness to pay a premium for sustainable products (Ummah, 2023). Similarly, Goh and Balaji (2022) emphasize that green consumption is no longer a niche preference but an essential driver of consumer decision-making in the hospitality and food industries.

Alongside product sustainability, service quality is a key determinant of satisfaction. High-quality service, characterized by responsiveness, professionalism, and empathy, fosters a positive brand perception and enhances customer loyalty (P. Lestari et al., 2018; Nurhikmah et al., 2022). Factors such as ease of communication, effective problem resolution, and attentiveness to customer feedback further reinforce satisfaction (Yanuarti et al., 2021). Recent studies (Lahaling et al., 2023; Prentice et al., 2022) confirm that consistent improvements in service quality are critical for sustaining long-term customer relationships, particularly in the foodservice industry. Frameworks such as SERVQUAL remain relevant in evaluating dimensions such as reliability, responsiveness, assurance, and empathy, thereby enabling businesses to align services with evolving customer expectations (Dwitasari et al., 2018).

Given these considerations, this study seeks to investigate the influence of green products and service quality on customer satisfaction within the restaurant industry. Specifically, the study focuses on the vegan restaurant *"Kehidupan Tidak Pernah Berakhir"* located in Cicendo District, Bandung City. This research is expected to contribute theoretically by integrating sustainability and service quality perspectives into the customer satisfaction framework, and practically by offering insights for restaurants aiming to enhance competitiveness through sustainable practices.

The research questions are formulated as follows:

- a. How do green products affect consumer satisfaction at the vegan restaurant *"Kehidupan Tidak Pernah Berakhir"* in Cicendo District, Bandung City?
- b. How does service quality affect consumer satisfaction at the same restaurant?
- c. How do green products and service quality jointly influence consumer satisfaction at the same restaurant?

Accordingly, the objectives of this study are:

1. To evaluate the impact of green products on consumer satisfaction at the vegan restaurant in Cicendo District, Bandung City.
2. To evaluate the impact of service quality on consumer satisfaction at the same restaurant.
3. To analyze the combined impact of green products and service quality on consumer satisfaction at the same restaurant

Literature Review

Green Product

A green product, or environmentally friendly product, is a good or service designed to minimize its negative environmental impact throughout its lifecycle, from production to

disposal. These products are created to benefit users while reducing ecological harm. Generally, green products are considered more environmentally sustainable than their conventional counterparts. They are often certified with eco-labels, indicating compliance with specific environmental standards, such as sustainable material and energy management (Lestari, 2023). Key characteristics include the use of sustainable raw materials, renewable energy utilization, and efficient waste management practices, which not only support consumer health but also ensure ecosystem sustainability (Ummah, 2023).

Green products not only safeguard consumer health but also help mitigate environmental degradation. As public awareness of environmental issues grows, the demand for green products increases. These products represent more than just material or production choices—they embody a philosophy of sustainability. Through effective marketing, green products can enhance consumer awareness of the importance of environmental preservation while reducing the ecological footprint of everyday consumption.

To determine whether a product qualifies as a green product, several criteria are applied. According to Harcahyo (2021), the main indicators include:

1. Freshness of raw food ingredients
2. Air quality in the surrounding environment
3. Energy conservation
4. Water conservation

Additionally, Rahmi & Nawir Muhammad (2021) emphasize that environmentally friendly products should ideally be free from toxic chemicals, durable, recyclable, and packaged with eco-label certifications, ensuring both human and environmental safety. These criteria reflect societal expectations for sustainability and serve as guidelines for companies striving to meet the growing demand for eco-conscious products. Such guidelines not only help businesses develop greener products but also promote sustainable and innovative practices in addressing increasingly complex environmental challenges.

Service Quality

Service quality refers to a company's ability to meet or even exceed consumer expectations through interactions that encompass physical, emotional, and operational dimensions. The aim is not only to provide short-term satisfaction but also to build long-term customer relationships. Martinus Hia et al. (2022) stressed the importance of regularly evaluating service quality to maintain a positive customer experience. This evaluation includes customer satisfaction surveys, complaint analysis, and continuous monitoring of service performance.

Yonata et al. (2020) argued that service quality goes beyond meeting expectations—it should create experiences that exceed them. By delivering exceptional experiences, companies can strengthen emotional bonds with customers, ultimately driving loyalty. Furthermore, service quality can differentiate a company from competitors, offering a significant competitive advantage.

Service quality is generally assessed across five key dimensions (Kayla Almira et al., 2024):

1. Tangibles – visible aspects such as facilities, equipment, and staff appearance.

2. Reliability – consistency and timeliness in service delivery.
3. Responsiveness – staff readiness to promptly and efficiently address customer needs.
4. Assurance – a sense of security and trust instilled by staff professionalism, competence, and courtesy.
5. Empathy – personal attention to individual customer needs.

These dimensions complement one another to create comprehensive service delivery that effectively addresses customer needs.

Supporting factors include operational efficiency, team collaboration, and adequate facilities. Hijeriah et al. (2022) identified several critical indicators, such as waiting area comfort, staff friendliness, responsiveness to complaints, and problem-solving abilities. Effective teamwork enables consistent and efficient service, ultimately enhancing customer perceptions of the company.

Kayla Almira et al. (2024) further noted that the primary goal of service quality is to ensure customer satisfaction, which in turn fosters long-term loyalty. Loyal customers not only increase business opportunities but also expand the customer base organically. To achieve this, companies must continuously improve services based on customer feedback, addressing weaknesses and creating better experiences.

Overall, service quality is a crucial factor in maintaining long-term customer relationships. By consistently focusing on physical, emotional, and operational aspects, companies can create significant added value for customers. Beyond simply meeting needs, ensuring positive experiences becomes the main reason customers return and recommend services to others. This approach enables companies to maintain competitiveness while achieving sustainable growth in increasingly dynamic markets.

Summary of Previous Research and Research Gaps

Previous studies have demonstrated that both green products and service quality play a crucial role in shaping consumer satisfaction. Kapita (2019) found that green products have a positive and significant influence on consumer satisfaction in the cosmetics industry, while Oktavia (2023) reported similar results in the context of household products, showing that eco-friendly attributes positively affect purchasing decisions. However, findings from Bowo Harcahyo et al. (2021) revealed that green products do not significantly influence consumer satisfaction in nature-based restaurants, indicating inconsistent evidence across different industries and contexts.

In contrast, research on service quality shows more consistent results. Studies by Anggraeni (2020), Zain (2022), and Bowo Harcahyo et al. (2021) concluded that service quality has a positive and significant effect on consumer satisfaction. These findings confirm that aspects such as responsiveness, reliability, and professionalism are fundamental in building positive consumer experiences.

Despite these insights, several research gaps remain. First, studies on green products have yielded mixed results, suggesting the need for further investigation, particularly in the restaurant industry. Second, most prior studies have examined service quality or green products separately, without integrating both variables into a single framework of customer satisfaction. Third, existing research has predominantly focused on cosmetics, household

goods, or conventional restaurants, with limited empirical evidence on vegan restaurants, which uniquely combine sustainability practices with service delivery.

To address these gaps, the present study integrates both green product attributes and service quality to evaluate their simultaneous impact on customer satisfaction in a vegan restaurant setting. This approach not only clarifies the inconsistent findings of previous studies but also contributes to the literature by extending the discussion to the underexplored context of vegan dining in Indonesia.

Research Framework

This research framework is designed to explore the impact of environmentally friendly products and service quality on customer satisfaction. Green products are defined as goods that consider their impact on the environment, while service quality reflects an organization's ability to meet or exceed client expectations in delivering services. Customer satisfaction is evaluated based on the overall outcomes of interactions between customers and the company, reflected in their satisfaction with products and services.

The framework emphasizes that consumers' perceptions of environmentally friendly products influence their perception of service quality, which in turn affects customer satisfaction.

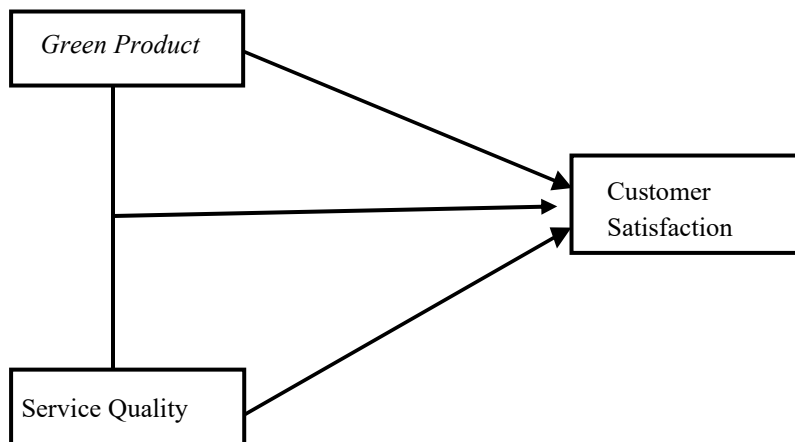


Figure 1. Research Framework Diagram

Research Hypotheses

Based on the research framework, the following hypotheses are formulated:

- H1: Green products have an effect on consumer satisfaction.
- H2: Service quality has an effect on consumer satisfaction.
- H3: Green products and service quality simultaneously influence consumer satisfaction.

RESEARCH METHODOLOGY

Type of Research

This study employs a quantitative research design with a survey approach, aiming to analyze the influence of green products and service quality on consumer satisfaction at the vegan restaurant. According to Satya et al. (2024), quantitative research is a structured study conducted to investigate a phenomenon by collecting data that can be analyzed using statistical and mathematical computational methods.

Research Location and Period

The research was conducted at *Kehidupan Tidak Pernah Berakhir* (Vegan Restaurant) located in Cicendo District, Bandung City. The data collection took place between November 2024 and January 2025, with surveys administered on Sundays and Mondays when the restaurant experienced higher customer traffic.

Population and Sample

According to Arikunto (2010), a population refers to subjects or objects within the scope of a study that meet specific characteristics and relate to the research unit of analysis, such as individuals, groups, or organizations. In this study, the population consists of all customers visiting *Kehidupan Tidak Pernah Berakhir* in Cicendo District, Bandung City.

Following Budiarno & Lukitaningsih (2022), a sample is a subset of the population selected through a specific sampling technique. This research applied a random sampling technique to ensure equal opportunities for population members to be selected as respondents. A total of 135 respondents were chosen from customers visiting the restaurant on designated days.

The independent variables in this study are Green Product and Service Quality, while the dependent variable is Consumer Satisfaction. The research instrument used is a structured questionnaire. Data were analyzed using PSPP software, applying descriptive statistics, coefficient of determination, and multiple linear regression. Furthermore, classical assumption tests, including multicollinearity tests, were conducted. The significance of the results was tested using the t-test for individual parameters and the F-test for simultaneous significance.

Operational Definition of Variables

Table 2. Operational Definitions and Indicators of Variables

Variable & Source	Definition	Indicators
<i>Green Product</i> (Harcahyo, 2021.)	Activities that produce goods and services with minimal negative impact on the environment, such as utilizing natural ingredients, maintaining air quality, reducing energy consumption, and conserving water.	<ul style="list-style-type: none"> - Freshness of food ingredients - Surrounding air quality - Energy conservation - Water conservation
Service Quality (Kayla Almira et al., 2024)	Consumers' evaluation of the process of delivering food products and services, based on the dimensions of tangibles, empathy, reliability, responsiveness, and assurance.	<ul style="list-style-type: none"> - Reliability: Accuracy and consistency in fulfilling promises and providing services. - Assurance: Security and certainty that consumers will be well served. - Tangibles: The physical aspects of services

Variable & Source	Definition	Indicators
		received by consumers. - Empathy: Attention and concern for consumer needs. - Responsiveness: Promptness and willingness to respond.
Consumer Satisfaction (Kasinem, 2020)	The extent to which consumer expectations are fulfilled and aligned with their needs.	- Expectation fulfillment - Intention to revisit - Willingness to recommend

The data were processed through descriptive analysis and hypothesis testing, with the assistance of PSPP software for statistical analysis.

RESULTS AND DISCUSSION

Demographic Data Results

This study involved 135 respondents with diverse demographic backgrounds. In terms of gender, the majority of respondents were female, accounting for 52.9%, while male respondents made up 47.1%. Regarding educational attainment, most respondents held a bachelor's degree (71%), followed by those with a senior high school/vocational school background (21%). The remaining respondents had diploma, postgraduate, or lower levels of education. In terms of age, the highest proportion of respondents fell within the 25–34 year age group, representing 76.1% of the total. The 18–24 year age group accounted for 18.1%, while other age categories represented smaller proportions. These findings indicate that the majority of respondents were young women with relatively high educational backgrounds.

Descriptive Statistical Analysis

Descriptive statistics serve as an effective method to provide a general overview of the data. In this study, descriptive analysis was applied to evaluate green products, service quality, and customer satisfaction at a vegan restaurant located in Cicendo District, Bandung City. This analysis was employed to describe the characteristics of the research data, including the calculation of minimum, maximum, mean, and standard deviation values.

Descriptive Statistical Analysis of Continuous Variables

The analysis of continuous variables offers deeper insights into the distribution patterns and fundamental characteristics of the data. The initial step involved examining the overall distribution of the dataset, including its shape (whether symmetrical or skewed) and the degree of dispersion. Furthermore, the analysis included the calculation of central tendency measures—mean, median, and mode—which represent the core values of the data.

The results of the descriptive statistical tests are as follows

Table 3. Descriptive Statistic

	N	Min	Max	Mean	Std. Ddev.
Green Product	135	8,00	25,00	19,93	3,66
Service Quality	135	15,00	50,00	41,29	6,72
Customer Satisfaction	135	8,00	25,00	20,30	3,51
Valid N (listwise)	136				
Missing N (listwise)	1				

Source: Secondary data processed using PSPP (2025)

Based on the results of the descriptive statistics in Table 3, the following information was obtained:

The independent variable Green Product, based on a sample of 135 respondents, shows a minimum value of 8.00 and a maximum value of 25.00. In addition, the mean value obtained is 19.93 with a standard deviation of 3.66.

The independent variable Service Quality, based on a sample of 135 respondents, shows a minimum value of 15.00 and a maximum value of 50.00. Meanwhile, the mean value obtained is 41.29 with a standard deviation of 6.72.

The dependent variable Customer Satisfaction, based on a sample of 135 respondents, shows a minimum value of 8.00 and a maximum value of 25.00. In addition, the mean value obtained is 20.30 with a standard deviation of 3.51.

Hypothesis Testing

Coefficient of Determination Test

This test is applied to measure how well the model can explain the combined effects, as represented by the Adjusted R-Square value. Therefore, this test aims to identify the extent to which the analyzed variables contribute an influence.

The results of the coefficient of determination test are as follows:

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,89	,79	,78	1,64

Source: Secondary data processed (2025)

Predictors: (Constant), Green Product, Service Quality

Dependent Variable: Customer Satisfaction

Table 5. Results of Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	T	Sig
Constant	,85	,90	,00	,95	,342
Green Product	,28	,06	,29	4,72	,000
Service Quality	,33	,03	,64	10,29	,000

Dependent Variable: Customer Satisfaction

Source: Secondary data processed (2025)

The regression equation obtained is as follows:

$$\text{Customer Satisfaction} = 0.85 + 0.28 \text{ Green Product} + 0.33 \text{ Service Quality} + e$$

The constant (α) = 0.85 indicates that if the values of Green Product and Service Quality are equal to zero, the Customer Satisfaction value will be 0.85. The regression coefficient for Green Product = 0.28 shows that the Green Product variable has a positive effect on Customer Satisfaction by 0.28. This means that for every one-unit increase in Green Product, Customer Satisfaction will increase by 0.28. The regression coefficient for Service Quality = 0.33 indicates that the Service Quality variable positively influences Customer Satisfaction by 0.33. In other words, for every one-unit increase in Service Quality, Customer Satisfaction will increase by 0.33.

Multicollinearity Test with VIF and Tolerance

The multicollinearity test using the Variance Inflation Factor (VIF) and Tolerance aims to detect whether there is a high correlation between the independent variables in the regression model. High multicollinearity may result in instability and inaccuracy in coefficient estimation.

Table 6. Multicollinearity Test with VIF and Tolerance

	B	S.E	BETA	TOLERANCE	VIF
Constant	,85	,90	,00	0,345	2,896
green product	,28	,06	,29	0,345	2,896
Service Quality	,33	,03	,64	0,345	2,896

Dependent Variable: Customer Satisfaction

The test results indicate that no signs of multicollinearity were found among the independent variables affecting consumer satisfaction. This is evidenced by tolerance values being less than 1 and VIF values being greater than 1. Therefore, the regression model used in this study is considered appropriate. These findings confirm that the regression analysis is not affected by multicollinearity, ensuring that the results are valid and reliable in assessing the relationship between the independent and dependent variables. Consequently, this provides a strong foundation for concluding that the model can accurately represent the relationships among the variables under investigation.

Tabel 7 Uji t

Variable	B	Std. Error	Beta	T	Sig	Keterangan
Constant	,85	,90	,00	,95	,342	0,05
Green Product	,28	,06	,29	4,72	,000	Hipotesis diterima
Service Quality	,33	,03	,64	10,29	,000	Hipotesis diterima

Dependent Variable: Customer Satisfaction

Source: Secondary data processed (2025)

For the Green Product variable, the *t-count* value (4.72) > *t-table* (1.977) with a significance level of $0.000 < 0.05$. This indicates that the Green Product has a positive and significant effect on Consumer Satisfaction at the Vegan restaurant in Cicendo District, Bandung City. Thus, H1 is accepted.

For the Service Quality variable, the *t-count* value (10.29) > *t-table* (1.977) with a significance level of $0.000 < 0.05$. This demonstrates that Service Quality has a positive and significant effect on Consumer Satisfaction at the Vegan restaurant in Cicendo District, Bandung City. Therefore, H2 is accepted.

Table 8. Results of Simultaneous Testing (F-Test)

Model		Sum of Squares	df	mean square	f	sig.
1	Regression	1296,79	2	648,39	241,94	,000
	Residual	353,76	132	2,68		
	Total	1650,55	134			

Sumber:Data

olahan

(2025)

Predictors: (Constant), Green Product, Service Quality

Dependent Variable: Customer Satisfaction

The F-test is used to determine whether the independent variables simultaneously influence the dependent variable. This test aims to measure the extent to which the combination of Green Product and Service Quality affects Customer Satisfaction. The applied significance level is 0.05 (5%). If the significance value of $F < 0.05$, it can be concluded that the independent variables jointly influence the dependent variable.

CONCLUSION

This study demonstrates that both green products and service quality significantly influence customer satisfaction at *Restoran Vegan Kehidupan Tidak Pernah Berakhir* in Cicendo District, Bandung City. The findings confirm that environmentally friendly products and high-quality service are essential in meeting consumer expectations and strengthening customer loyalty. Integrating sustainability with service excellence thus represents an effective strategy for vegan restaurants to enhance competitiveness while addressing growing environmental concerns. Future research could expand the scope by comparing different types of restaurants, incorporating additional variables such as brand image or price perception, and employing larger or cross-regional samples to provide broader generalizability. Based on the conclusions, the following recommendations are proposed: Efforts should be made to improve the efficiency of water usage, such as adopting water-saving technologies or recycling systems. In terms of service, adjustments are needed to align more closely with consumer expectations. For instance, providing employee training can improve responsiveness and service delivery. Service time, which is often considered too long, may be reduced by optimizing workflow or utilizing supporting technologies. Energy efficiency can be enhanced by maximizing the use of natural lighting and employing energy-saving equipment. Maintaining the freshness of food ingredients is essential by ensuring the use of organic materials and avoiding preservatives to support the *green product* concept. Future research

is encouraged to explore additional factors, such as price, purchase intention, and customer loyalty, in order to provide broader insights into the determinants of customer satisfaction.

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