

The Effect of Service and Product Quality on Customer Satisfaction of Teh Tarik Jodi Manahan

Nabila Rahmawati¹, Muhammad Syihabuddin²

^{1,2} Management Study Program, Sekolah Tinggi Ilmu Ekonomi Surakarta
Email: nabilarahmat52@gmail.com, muhammadsyihabuddin74@gmail.com

The growth of the culinary industry in Indonesia, particularly the trendy beverage segment, requires businesses to not only present attractive products but also provide satisfactory service to customers. Teh Tarik Jodi Manahan, a beverage shop in Surakarta City, faces challenges in maintaining customer satisfaction, despite its product flavors that are popular with young consumers. This study aims to analyze the influence of service quality and product quality on customer satisfaction, both partially and simultaneously. The study used a quantitative approach with a causal associative method. The study population was all Teh Tarik Jodi Manahan customers, with a sample of 83 respondents selected through purposive sampling. Data were collected using a 1–5 Likert scale questionnaire and direct observation of service and product conditions. Data analysis was performed using multiple linear regression using SPSS version 26, supplemented by validity, reliability, and classical assumption tests. The results showed that service quality and product quality simultaneously had a positive and significant effect on customer satisfaction. Partially, both variables also showed a positive effect on satisfaction, with the largest contribution coming from service quality. This study implies that improving service quality and product quality consistency are important strategies for maintaining customer loyalty and increasing customer satisfaction in the trendy beverage industry.

Keywords: Service Quality, Product Quality, Customer Satisfaction, Teh Tarik Jodi Manahan, Contemporary Drinks

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Corresponding Author:

Nabila Rahmawati
Management Study Program, Sekolah Tinggi Ilmu Ekonomi Surakarta
nabilarahmat52@gmail.com

1. Introduction

Indonesia's culinary industry is one of the fastest-growing creative economy sectors over the past decade. According to data from the Ministry of Tourism and Creative Economy (2023), the culinary subsector contributes approximately 41% to the total value of the national creative economy, with annual growth reaching 4.75%. This development demonstrates the high level of competition among businesses, particularly in the trendy beverage segment, which is popular among young people. In such a competitive environment, a business's success depends not only on the taste of its products but also on the quality of service that creates a positive customer experience. According to Kotler and Keller (2016), customer satisfaction is created when the performance of products and services meets or even exceeds customer expectations.

One business that has thrived amidst this phenomenon is Teh Tarik Jodi Manahan, a beverage shop located in Surakarta. This business is known for its signature teh tarik (pulled tea) served with a variety of modern flavors that align with young consumer trends. Based on preliminary observations by researchers (2024), this shop receives an average of 120 customers per day, with a repeat purchase rate of 65%. However, a preliminary survey of 30 customers revealed that approximately 28% still complained about the speed of service, the friendliness of the staff, and the consistency of the product's taste. This phenomenon indicates that despite the strong appeal of the product, service and product quality remain crucial factors in determining customer satisfaction.

According to Parasuraman, Zeithaml, and Berry (1988), service quality consists of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions reflect the extent to which a company is able to meet or exceed customer expectations. In the context of Teh Tarik Jodi Manahan, the speed of serving drinks, the friendliness of the staff, and the cleanliness of the shop area are important elements that shape customer perceptions of the service. Customers who receive fast, courteous, and consistent service are more likely to be satisfied and willing to return.

Furthermore, product quality is also a fundamental aspect in creating customer satisfaction. (Garvin (1987) explains that product quality includes dimensions of performance, features, reliability, durability, serviceability, and aesthetics that influence customer perceptions of product excellence. In the culinary business, distinctive taste, attractive appearance, and the use of quality raw materials are factors that directly determine customer satisfaction. This is in line with the research results of Rahmawati (2021) and Sari and Pratama (2020), which prove that product quality and service have a significant influence on customer satisfaction in contemporary beverage businesses.

Customer satisfaction, according to Kotler and Armstrong (2017), is the level of feeling a person feels after comparing expectations with the actual performance of a product or service (perceived performance). When the results received by customers exceed expectations, a feeling of satisfaction arises, which can even foster loyalty. In the context of Teh Tarik Jodi Manahan, maintaining customer satisfaction means building long-term, sustainable relationships through a combination of consistent product quality and service.

Based on brief interviews with ten regular customers, most expressed satisfaction with the taste of the beverages, but still desired improvements in terms of speed of service and friendliness of service. This situation reflects a service gap between customer expectations and the actual service received, as explained in the SERVQUAL model by Parasuraman et al. (1988). If this gap is not promptly addressed, it can decrease customer satisfaction and impact brand loyalty.

Several previous studies have indeed demonstrated a positive influence between service quality and product quality on customer satisfaction. However, there are limited studies specifically examining this relationship in the context of local businesses like Teh Tarik Jodi Manahan, which are characterized by young and dynamic customers. Based on this background, this study aims to analyze the influence of service quality and product quality on customer satisfaction at Teh Tarik Jodi Manahan, both partially and simultaneously, and to provide strategic recommendations for management in improving service and product quality to strengthen customer satisfaction.

Based on the above background, this study aims to: (1) Determine the influence of service quality provided by Teh Tarik Jodi Manahan on customer satisfaction. (2) Determine the influence of Teh Tarik Jodi Manahan's product quality on customer satisfaction.

Framework For Thinking

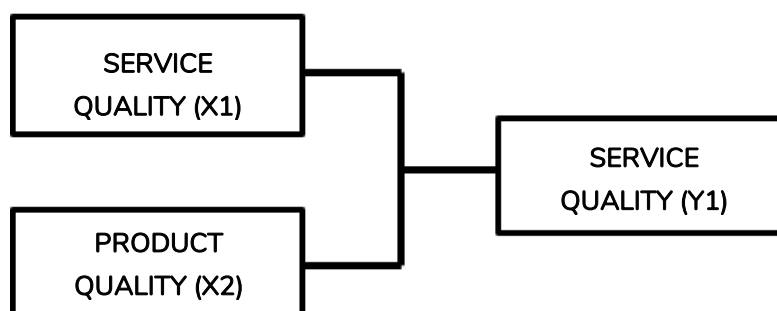


Figure 1. Thinking Framework

Hypothesis

According to Sugiyono (2013), a hypothesis is a tentative assumption that still needs to be proven through empirical data. Based on the theoretical description and conceptual framework above, the hypotheses proposed in this study are as follows:

H1: Service quality has a positive and significant effect on customer satisfaction at Teh Tarik Jodi Manahan.

H2: Product quality has a positive and significant effect on customer satisfaction at Teh Tarik Jodi Manahan.

2. Research Method

This study was conducted to analyze the influence of service quality and product quality on customer satisfaction at Teh Tarik Jodi Manahan, located in the Manahan area of Surakarta City. This shop was chosen because it has a large number of customers and competes in the contemporary beverage industry. The focus of the study was focused on measuring the influence of service quality and product quality on customer satisfaction. The object of research refers to the attributes or values of objects or activities that have certain variations to be studied and analyzed, as explained by Sugiyono (2018). Service quality in this study refers to the five dimensions of SERVQUAL developed by Parasuraman, Zeithaml, and Berry (1988), namely tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, product quality refers to the dimensions of product quality according to Kotler and Armstrong (2018) and Garvin (1987), including performance, durability, conformity to specifications, reliability, and additional features. Customer satisfaction is measured based on the theories of Kotler and Keller (2016) and Oliver (1997), with indicators including conformity to expectations, repurchase intention, recommendations to others, and overall satisfaction.

This study used a quantitative approach with a causal associative method to determine the effect of service quality and product quality on customer satisfaction at Teh Tarik Jodi Manahan. The data used consisted of primary and secondary data. Primary data were obtained directly through questionnaires distributed to customers who met certain criteria, while secondary data were obtained from journals, books, scientific articles, and documentation related to service quality, product quality, and customer satisfaction.

The population of this study was all customers who had purchased products at Teh Tarik Jodi Manahan. The population is not limited because the number of customers is constantly changing. Based on initial observations, the average number of customers per month is estimated to be around 500. The sample was drawn using a purposive sampling technique, which is based on certain considerations. Respondents were selected from customers who had made at least two purchases and were willing to provide honest and complete answers to the questionnaire. The minimum sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample size of 83 respondents.

Data collection was conducted using a closed-ended questionnaire with a Likert scale of 1–5 (1 = strongly disagree to 5 = strongly agree). The questionnaire was compiled based on indicators of service quality, product quality, and customer satisfaction variables. Service quality encompasses the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Product quality encompasses performance, additional features, reliability, aesthetics, conformance to specifications, perceived quality, and durability. Meanwhile, customer satisfaction was measured through the alignment of expectations with experience, repurchase intentions, recommendations to others, minimal complaints, and overall satisfaction with the product and service. In addition to the questionnaire, observations were also conducted to directly observe the service and product conditions at the store. These observations aimed to strengthen the questionnaire data and obtain a realistic picture of employee friendliness, speed of service, and the quality of product taste

and presentation, in accordance with Sugiyono's (2017) guidelines that effective observation is used to assess human behavior and work processes.

Data analysis was conducted quantitatively using Statistical Product and Service Solutions (SPSS) software version 26. Prior to the main analysis, instrument validity testing was conducted using Pearson Product Moment correlation, which states that the instrument is valid if the calculated r -value is greater than the table r -value with $\alpha = 0.05$. Reliability testing was conducted using the Cronbach's Alpha coefficient, with a minimum limit of $\alpha > 0.70$. Next, classical assumption tests were conducted to ensure the data met the requirements of regression analysis, including normality testing with Kolmogorov-Smirnov, multicollinearity testing to ensure there is no high correlation between independent variables (VIF value < 10 and Tolerance > 0.1), and heteroscedasticity testing with the Glejser test to ensure constant residual variance. The main analysis was conducted using multiple linear regression with the equation model $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$, where Y is customer satisfaction, X_1 is service quality, X_2 is product quality, α is a constant, β_1 and β_2 are regression coefficients, and e is another factor outside the model. Hypothesis testing was conducted partially with a t -test to determine the effect of each independent variable on the dependent variable, and simultaneously with an F -test to determine the effect of both independent variables together on the dependent variable. In addition, the coefficient of determination (R^2) was used to measure the magnitude of the contribution of independent variables to variations in changes in customer satisfaction.

3. Result And Discussion

General Description of the Research Object

Teh Tarik Jodi Manahan is a beverage shop located in the Manahan area of Surakarta City

This shop is known for serving uniquely flavored tea drinks and a variety of contemporary menu items popular with young people. In an effort to retain customers, Teh Tarik Jodi emphasizes two main aspects: service quality and product quality. This study involved 83 respondents, selected using a purposive sampling technique. All respondents were customers who had made at least two purchases at the shop.

Respondent Characteristics

Based on the questionnaire results, respondents came from various ages and backgrounds. Most were between the ages of 18 and 25, indicating that Teh Tarik Jodi is popular among young people. Furthermore, the majority of respondents were students and visited 2–3 times per month.

Instrument Validity and Reliability Test

Validity Test

The validity test aims to determine the extent to which each item in the questionnaire measures the intended variables. The method used was the Pearson Product Moment correlation, with the following criteria:

$r\text{-count} > r\text{-table}$ (0.216 for $n=82$, $\alpha=0.05$) → Valid

$r\text{-count} \leq r\text{-table}$ → Invalid

The test results are presented in the following table.

Table 1. Validity Test of the Service Quality Variable (X_1)

Statement Items	r-count	r-table (0,216)	Information
X1.1	0.439	0.216	Valid
X1.2	0.633	0.216	Valid

Statement Items	r-count	r-table (0,216)	Information
X1.3	0.641	0.216	Valid
X1.4	0.619	0.216	Valid
X1.5	0.643	0.216	Valid

Source: Processed Primary Data (2025)

All items in the service quality variable had a calculated r value > 0.216, thus being declared valid and suitable for use in regression analysis.

Table 2. Validity Test of the Product Quality Variable (X₂)

Statement Items	r-count	r-table (0,216)	Information
X2.1	0.446	0.216	Valid
X2.2	0.356	0.216	Valid
X2.3	0.563	0.216	Valid
X2.4	0.388	0.216	Valid
X2.5	0.405	0.216	Valid
X2.6	0.427	0.216	Valid
X2.7	0.406	0.216	Valid
X2.8	0.510	0.216	Valid

Source: Processed Primary Data (2025)

All product quality indicators meet validity criteria. This indicates that each statement in the questionnaire consistently represents the product quality dimensions.

Table 3. Validity Test for Customer Satisfaction Variable (Y)

Statement Items	r-count	r-table (0,216)	Information
Y1	0.555	0.216	Valid
Y2	0.397	0.216	Valid
Y3	0.620	0.216	Valid
Y4	0.606	0.216	Valid
Y5	0.534	0.216	Valid

Source: Processed Primary Data (2025)

All items in the customer satisfaction variable have a calculated r-value > 0.216, indicating that the instrument is valid and can be used to measure customer satisfaction levels. All items in the questionnaire for the three variables (X₁, X₂, Y) have a calculated r-value greater than the table r-value, thus all items are declared valid. This means that the questionnaire used is able to measure the research constructs effectively.

Reliability Test

Table 4. Reliability Test

Variable	Total Item	Cronbach's Alpha	Description
Service Quality	5	0.805	Reliable
Product Quality	8	0.742	Reliable
Customer Satisfaction	5	0.771	Reliable

Source: Processed Primary Data (2025)

Based on the table above, all variables have a Cronbach's Alpha value > 0.70 , indicating that the questionnaire is reliable according to Nunnally's (1978) criteria. Therefore, the measurement instrument can be used consistently for this study.

Classical Assumption Test

Normality Test (Kolmogorov-Smirnov)

Table 5. Normality Test

Statistics	Value	Criteria	Conclusion
Sig. (2-tailed)	0.298	> 0.05	Data is normally distributed

Source: Processed Primary Data (2025)

The residual data has a normal distribution, so the assumption of normality is met.

Multicollinearity Test

Table 6. Multicollinearity Test

Variable	Tolerance	VIF	Criteria	Conclusion
X_1 (Service Quality)	0.465	< 10	No multicollinearity	Safe
X_2 (Product Quality)	0.465	< 10	No multicollinearity	Safe

Source: Processed Primary Data (2025)

There is no strong correlation between the independent variables, so the regression model is suitable for use.

Heteroscedasticity Test (Glejser)

Table 7. Heteroscedasticity Test

Variable	Sig.	Criteria	Conclusion
X_1 (Service Quality)	0.280	> 0.05	No heteroscedasticity
X_2 (Product Quality)	0.334	> 0.05	No heteroscedasticity

Source: Processed Primary Data (2025)

The regression model is free from heteroscedasticity, meaning the residual variance is constant.

Multiple Linear Regression Analysis

The model is used to test the effect of X_1 and X_2 on Y .

The regression equation is:

Table 8. Multiple Linear Regression Analysis

Variables	Coefficient (B)	t-count	Sig.	Description
Constants	2.637	1.530	0.130	Not significant
X_1 (Service Quality)	0.535	5.596	0.000	Significant
X_2 (Product Quality)	0.198	2.479	0.015	Significant

Source: Processed Primary Data (2025)

The calculated t-values of X_1 and $X_2 > 1.99$ and sig $< 0.05 \rightarrow$ both variables have a significant positive effect on customer satisfaction.

F-Test (Simultaneous)

Table 9. F-Test (Simultaneous)

Source	df	F-count	Sig.	Conclusion
Regression	2	62.138	0.000	Significant model
Residual	79	-	-	-

Source: Processed Primary Data (2025)

Since sig. = 0.000 < 0.05, service quality and product quality simultaneously have a significant effect on customer satisfaction.

Coefficient of Determination (R²)

Table 5. Coefficient of Determination (R²)

R	R ²	Adjusted R ²	Interpretation
0.782	0.611	0.602	61.1% of the variation in customer satisfaction is explained by X ₁ & X ₂

Source: Processed Primary Data (2025)

61.1% of the variation in customer satisfaction can be explained by service quality and product quality. The remaining 38.9% is influenced by other factors such as price, location, and promotion.

Discussion of Research Findings

The Effect of Service Quality on Customer Satisfaction

Service quality has a coefficient of 0.535 with a t-value of 5.596 and a sig. of 0.000. This means that increasing service quality has a direct impact on increasing customer satisfaction. This finding supports Parasuraman et al.'s (1988) theory in the SERVQUAL model, which emphasizes five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Friendly, responsive employees, and a comfortable cafe atmosphere enhance customer satisfaction at Teh Tarik Jodi Manahan. This research also aligns with Sari and Pratama (2020) and Putri (2022), who found that quality service significantly increases customer satisfaction in the culinary business.

The Effect of Product Quality on Customer Satisfaction

The regression coefficient of 0.198 with a significance level of 0.015 indicates that product quality has a positive effect on customer satisfaction. This indicates that good product taste, appearance, and consistency contribute to customer satisfaction. This finding aligns with the theories of Garvin (1987) and Kotler and Armstrong (2017), which emphasize that performance, features, and aesthetics are key factors in shaping product quality perceptions. The results of this study also support the findings of Rahmawati (2021) and Setiawan (2018), which emphasize that product quality is a critical factor in determining customer satisfaction.

The Simultaneous Effect of Service and Product Quality on Customer Satisfaction

The F-test showed a value of 62.138 with a significance level of 0.000, indicating that service quality and product quality simultaneously have a significant effect on customer satisfaction. This finding reinforces the concept of total customer value by Kotler and Keller (2016), which states that satisfied customers result from a combination of consistent service experiences and product quality. Thus, the better the service and products Teh Tarik Jodi provides, the higher the level of customer satisfaction it creates.

4. Conclusion

Based on the data analysis and discussion described in Chapter IV, and based on the theories in Chapter II, it can be concluded that: Service Quality has a positive and significant effect on Customer Satisfaction at Teh Tarik Jodi Manahan. The t-test results showed a calculated t-value of 5.596 with a significance level of $0.000 < 0.05$. This demonstrates that service quality plays a significant role in customer satisfaction. This finding supports the SERVQUAL theory developed by Parasuraman et al. (1988), which emphasizes five service dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In the context of Teh Tarik Jodi Manahan, customers are satisfied when employees demonstrate politeness, prompt service, a clean appearance, and friendly communication. In other words, the better the service experience, the higher the perceived level of satisfaction. Product Quality has a positive and significant effect on Customer Satisfaction. The t-test results yielded a value of 2.479 with a significance level of $0.015 < 0.05$, indicating that product quality also significantly influences customer satisfaction. This finding aligns with Garvin's (1987) concept, which states that performance, features, reliability, aesthetics, and perceived quality are the main dimensions shaping product quality perceptions. In this study, aspects such as distinctive taste, attractive presentation, and freshness of ingredients are drivers of customer satisfaction. This also supports the theory of Kotler and Armstrong (2017) that high-quality products can create value and satisfy consumer needs. Service Quality and Product Quality simultaneously have a significant effect on Customer Satisfaction. Based on the F-test (F-count = 62.138; sig. = 0.000), both independent variables were proven to jointly influence the dependent variable. The coefficient of determination (R^2) of 0.611 indicates that 61.1% of the variation in customer satisfaction can be explained by service quality and product quality, while the remaining 38.9% is explained by other factors such as price, promotion, and location. These results support Kotler and Keller's (2016) theory regarding total customer value, which states that customer satisfaction is the result of a combination of consistent product quality and service quality. Therefore, this study demonstrates that integrated improvements in service quality and product quality can create positive experiences that strengthen customer satisfaction at Teh Tarik Jodi Manahan. This study confirms that customer satisfaction is the result of the integration of service quality and product quality. In the increasingly competitive culinary business, customers seek not only taste but also a satisfying service experience. Therefore, Teh Tarik Jodi Manahan's success in maintaining and expanding its market share will be largely determined by its ability to maintain product quality while providing superior, customer-oriented service. In line with these findings, further research should be directed at testing devices in real-world training environments, developing multi-sensor-based training systems, and providing more adaptive and affordable IoT devices for schools and sports clubs. These efforts are expected to strengthen the sports digitalization ecosystem and support the sustainable implementation of IoT in volleyball development.

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