The Influence of Product Quality and Service Quality on Customer Satisfaction of Sandy Honey Grilled Chicken Lampung Branch

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Abstract

Sales of Sandy Cab Honey Grilled Chicken. Lampung every month is uncertain and causes income to become unstable. The research carried out examines the impact of product and service quality on the level of customer satisfaction at that location. For the purposes of this research, a quantitative methodology was used by taking a sample consisting of 100 customers of Ayam Bakar Madu Lampung branch, using a sampling technique based on the Lemeshow formula. Data analysis was carried out with the help of SPSS software, including various statistical tests to assess validity, reliability, and using coefficient of determination testing, multiple linear regression, F test, and T test. The results of the research indicate that: 1) Product quality has a significant impact on consumer satisfaction at Ayam Bakar Honey Lampung branch. Similarly, 2) Service quality was found to have a significant effect on customer satisfaction, which confirms the importance of, 3) Product quality and Service quality on the level of consumer satisfaction in the restaurant.

Keywords	*Product Quality, Customer Satisfaction, Service Quality*

INTRODUCTION

As time goes by, culinary tourism is increasingly in demand. According to news from Akurat.co, recorded in a UNWTO survey, the World Tourism Organization (OPD) is one of the UN bodies that addresses tourism issues, concluding that an important element in a tourist trip is culinary delights.

The culinary sector in Indonesia is currently developing into a field that is attracting a lot of attention. A study conducted by Statsta shows that income from the culinary industry is expected to increase by 10.79% by 2025. Among the various types of culinary businesses that exist, the angkringan business is known as one of the most popular among the public.

Culinary business owners must be able to create something that can attract consumers' interest in order to develop and maintain their business. Based on news from the MSME link, reported by Kompas.com, there is a successful way to help achieve success in the angkringan or culinary business, which is very important to be able to provide high quality products and services to consumers. This has a positive influence on culinary businesses because they are able to compete globally with other culinary establishments.

The Tangerang area itself has many culinary delights that are very popular with people today. One of the culinary places that is popular in Tangerang is Sandy Cab Honey Grilled Chicken. Lampung. This culinary business is at the Banjar Wijaya Modern Market located on Jalan Rasuna Said, in the area RT.002 RW.012, Cipete, Pinang District, Tangerang City, Banten, with postal code 15142. Ayam Bakar Madu Sandy Cab. Lampung provides several food and drink menus that are of interest to its customers.

Based on pre-observations and interviews with Mr Sandy, as the owner of Sandy Cab Honey Grilled Chicken. Lampung that Sandy Cab Honey Grilled Chicken customers.

Lampung every month is uncertain and causes income to become unstable. Around 80 customers attend on weekdays, while on weekends there are around 150-200 customers. Analyzing the sales trends over the last year, namely in 2022, we see significant fluctuations in sales figures. Certain periods, especially January, June, July, April, May, November and December, saw a rapid increase in the number of consumers. In particular, the momentum around the holy month of Ramadan and the celebration of Christmas and the turn of the new year marked the peak of a marked increase in the number of buyers.$\pm$ $\pm$

This study is based on a series of previous research. Research conducted by M. Ramanda Fichan and Vonny Tiara Narundana in (2022) revealed that there is a mutual connection between service quality and security and the level of consumer satisfaction. Furthermore, research carried out by Intan Aulia and Anah Furyanah in the same year (2022) shows that there is a positive correlation between product and service quality and the level of customer satisfaction.

Based on previous discussions, this research problem is formulated as follows: (1) What is the impact of product quality on the level of customer satisfaction at Ayam Bakar Madu Sandy Lampung Branch? (2) What is the effect of service quality on customer satisfaction levels in the same restaurant? (3) How do product and service quality, when viewed together, affect consumer satisfaction at that location? From this problem, the research objectives were formulated as: 1) Examining the impact of product quality on consumer satisfaction at Ayam Bakar Madu Sandy Cab. Lampung, 2) Assess how service quality influences consumer satisfaction, and 3) Understand how product and service quality collectively influences customer satisfaction. This research is very interested in further exploring the title "The Influence of Product and Service Quality on Customer Satisfaction: Case Study of Sandy Honey Grilled Chicken, Lampung Branch".

LITERATURE REVIEW
Understanding Marketing Management
Kotler, P., and Keller, K. (2011) interpreted by Tri Lestira Putri Warganegara and Atika (2023) define marketing management as individual initiative to achieve expected results through fostering strong relationships with customers to provide benefits for the company.

According to Daryanto (2011), Marketing Management is defined as a process in which individuals or groups fulfill their needs and desires by creating, offering and exchanging products that have value.

So, if you conclude from this definition, marketing management is a series of actions carried out by someone to create, offer and barter goods of value with other people.

Product quality
According to Wijaya, interpreted from the work of Malik and Siti (2019), product quality is the result of the collaboration of various characteristics in the product which develop throughout the marketing process, production adjustments and maintenance which allows the product to meet customer or consumer needs effectively.

From the description given, we can conclude that the quality of a product is a combination of product functions which include durability, product strength, and ease of use of the product in accordance with consumer needs.

According to the explanation provided by Anang Firmansyah (2019) and Tjiptono's views, there are several markers used to assess product quality, explained as follows:

a. Performance

Product elements purchased and utilized by consumers, such as comfort and practicality when used.

b. Features

Product excellence

c. Reliability

There is a small possibility that the product will fail and be damaged.

d. Conformance To Specification

Product conformity with standards or specifications

e. Durability

The durability or longevity of the product when used continuously

f. Aesthetic

Product attractiveness includes the shape, design and color of the product.

Service Quality

In the work of M. Ramanda Fichan and Vonny Tiara Narundana (2022), Kotler (2019) explains that service quality can be understood as an assessment made by consumers of the level of service which is measured in accordance with their expectations. In this case, service is considered adequate.

Moh. Ilyas (2021) emphasizes that service quality is an extension or confirmation of product quality that is tailored to consumer needs or desires.

From the definition mentioned, service quality can be interpreted as a characteristic that differentiates a product and is a form of service provided by a company that provides these services to meet consumer needs and expectations.

Tjiptono (2015) identified several indicators to measure service quality, which will be explained further:

a. Tangibles (tangible)

Providing facilities and infrastructure in the company

b. Reliability (Reliability)

Expertise in providing satisfactory service and in accordance with customer expectations.

c. Responsiveness (Responsiveness)

Able to provide fast, accurate and informative service to customers.

d. Assurance (Guarantee or Certainty)

The ability, knowledge and polite attitude of each employee can give customers confidence in the services provided.

e. Empathy (sincere concern)

Can understand consumer desires by giving genuine attention

Customer satisfaction

Tjiptono & Diana (2020) explain that customer satisfaction is a positive or negative emotion that arises from a comparison between product or service performance results and customer expectations.

According to the interpretation of Panjiatan (2016) quoted by M. Ferlin Halim, Ardansyah, Hiepiana Patmarina (2023), customer satisfaction can be measured by the extent to which they feel content or happy with what customers receive compared to their hopes or anticipations. This includes evaluating how the reality of the service or product compares to the expectations they have.

Setyo (2017), as quoted by the same source, mentions several indicators or criteria that can be used to evaluate customer satisfaction, which will be explained further. :
 a. Fulfilled a hope

When customers receive what they want from a product or service, they will feel satisfied.
 b. Service quality

Service quality is seen from the ability to meet customer needs and provide appropriate information to ensure customer satisfaction and happiness.
 c. Loyalty

Sometimes, customers will not be loyal to a product or service if they feel that the value they receive is not commensurate with the price they pay or if they feel that their expectations are not met.
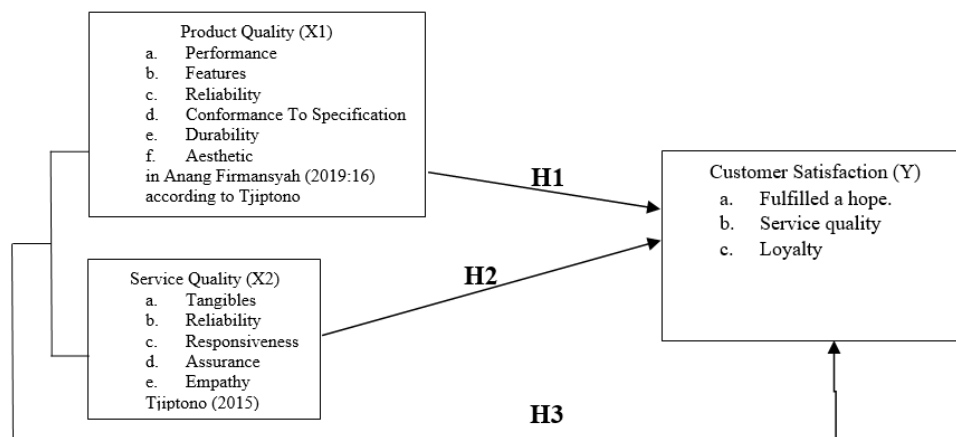

Figure 1. Framework of Thought

The hypotheses in this research are as follows:
1. H1: It is predicted that product quality has a positive effect on the level of customer satisfaction.
2. H2: It is estimated that service quality has an influence on the level of customer satisfaction.

3. H3: It is suspected that product and service quality contribute positively to the level of customer satisfaction.

METHOD

1. Types of research

In the case studied at Ayam Bakar Madu Sandy Lampung Branch, a quantitative approach was chosen as the main method to measure the effect of product and service quality on the level of customer satisfaction. Sugiyono (2019) believes that the quantitative approach is an effective technique for extracting information from a group of people or certain samples through systematic data collection and analysis.

2. Operational Research Variables

In this study, we identified two important types of variables:

   a. Variables that stand alone and have the potential to influence other factors, namely product and service quality variables, are both considered independent variables.
   b. The variable that is affected by the independent variable, in this case is the customer satisfaction variable, which is categorized as the dependent variable.

3. Population and Sample

   a. Population

   Based on the views of Sugiyono (2018), population is defined as a broad area of generalization referring to a general representation that includes an object or subject with special characteristics and qualities that have been determined to be used as an object of study and for drawing subsequent conclusions. In the context of the research being discussed, the subjects studied in particular are the customers or consumers of Ayam Bakar Madu Sandy Lampung Branch.

   b. Sample

   Sugiyono (2017) defines a sample as a representation of certain characteristics in a larger population. In this research, the author chose a sample selected using non-probability sampling methods, especially purposive sampling, to select the sample. Since the total population is targeted in a situation where the population is unknown, the sample size calculation is carried out for this unspecified population, the author adopts the Lemeshow formula:

$$n = \frac{z^2_{1-\alpha/2}P(1-P)}{d^2}$$

Information:

n = Total sample

z = z value at 95% confidence = 1.96

p = maximum estimate= 0.5

d = sampling error = 10% or alpha (0.10)

Based on this formula, the number of samples taken is:

$$n = \frac{z^2 1-\alpha/2 P(1-P)}{d^2}$$

$$n = \frac{1,96^2 .\ 0,5\ (1-0,5)}{0,1^2}$$

$$n = \frac{3,8416.\ 0,25}{0,01}$$

$$n = 96,04 = 100$$

This research requires collecting data from a sample of at least 100 samples.

4. Analysis tools used

This research instrument involves a series of statistical tests: descriptive analysis, validity test to determine validity, reliability test to ensure consistency, as well as multiple linear regression analysis to assess the relationship between variables. Apart from that, the results of the Determination Coefficient Test (R2) were also applied to see how well the data matched the model created, as well as the f test and t test to assess statistical significance, with all of this process carried out via SPSS software.

RESULTS AND DISCUSSION
Descriptive Analysis

The variable assessment in this study was carried out using a questionnaire using a five-point Likert scale. To determine standard answers to questions related to Product Quality (X1), Service Quality (X2), and Customer Satisfaction (Y), researchers carried out aggregate calculations of the total score for each question item. The respondent's answer criteria for each variable are determined by utilizing the interval class formula and certain assessment techniques, namely:

Product Quality (X1)

The highest value (NT) is 55 and the lowest value (NR) is 11. Therefore, the class interval can be calculated as follows:

$$I = \frac{(NT - NR)}{K}$$

$$I = \frac{(55-11)}{5}$$

$$I = 8.8$$

From the calculation above, the interval 8.8 is rounded to 9, and thus, answer criteria can be determined for each variable, namely:

Table 1.
Overall Product Quality Data Distribution (X1).

No	Interval Score	Category	Frequency	%
1	47 – 55	Strongly agree	58	58%
2	38 – 46	Agree	41	41%
3	29 – 37	Doubtful	1	1%

4	20 – 28	Don't agree	0	0%
5	11 – 19	Strongly Disagree	0	0%
Amount			100	100%

Source: Data processed 2023

Of the total of one hundred participants involved in the study, 58 people, or 58% of all respondents, stated that they "Strongly Agree" with the statement regarding Product Quality. Meanwhile, 41 respondents, or 41% of the total, said "Agree". Only one respondent, accounting for 1% of the total, responded "Undecided". No respondents chose "Disagree" or "Strongly Disagree". From this data, we can conclude that the majority of respondents gave a positive assessment regarding product quality, with "Strongly Agree" being the most dominant answer. Based on the responses from this questionnaire, a total score recapitulation was carried out and answer criteria for the product quality variable were developed:

Table 2. Total Score Per Statement Item & Top Answer Criteria
Product Quality Variable (X1)

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	The food and drinks served by Ayam Bakar Madu Sandy have special characteristics compared to other places that provide other types of food and drinks.	500	442	88.4%	Strongly agree
2	The food and drink variants served by Ayam Bakar Madu Sandy attract consumers to try	500	444	88.8%	Strongly agree
3	The portions of food served by Ayam Bakar Madu Sandy are in accordance with consumer wishes	500	439	87.8%	Strongly agree
4	The portions of food served by Ayam Bakar Madu Sandy are in accordance with consumer wishes	500	432	86.4%	Strongly agree
5	The appearance of the food served by Sandy Honey Grilled Chicken attracts the attention of consumers	500	446	89.2%	Strongly agree
6	The appearance of the drink served by Sandy's Honey Grilled Chicken attracts consumers' attention	500	428	85.6%	Strongly agree
7	Sandy Honey Grilled Chicken serves a variety of food and drinks	500	419	83.8%	Agree
8	The food and drinks served by Sandy's Honey Grilled Chicken are hygienic	500	438	87.6%	Strongly agree

9	The taste of the food served by Sandy Honey Grilled Chicken matches the visual appearance	500	443	88.6%	Strongly agree
10	The taste of the drink served by Sandy Honey Grilled Chicken matches the visual appearance	500	431	86.2%	Strongly agree
11	The quality of food and drinks served by Sandy Honey Grilled Chicken is in line with consumers' desires and expectations	500	438	87.6%%	Strongly agree
Average		500	436.36	87.272%	Strongly agree

Source: Processed Data, 2023

Percentage Score = $\dfrac{\text{Maximum Score\% − Minimum Score\%}}{K}$ = $\dfrac{100\% - 20\%}{5}$ = 16%

Information :

84% - 100%	= Strongly Agree
68% - 83%	= Agree
52% - 67%	= Neutral
36% - 51%	= Disagree
20% - 35%	= Strongly Disagree

From the analysis of the data presented in the table, it can be interpreted that the average score given by respondents to all questions related to the Product Quality variable is 436.36, which is statistically interpreted as conforming to the "Strongly Agree" criteria, which reflects a high level of agreement, namely 87.272%.

Service Quality (X2)

Class intervals can be calculated based on a range of values between 10 and 50, with the lowest value being 10 and the highest value being 50:

$$I = \frac{(NT - NR)}{K}$$

$$I = \frac{(50-10)}{5}$$

$$I = 8$$

Based on the calculation above, an interval of 8 is obtained, so that the answer criteria for each variable can be determined as follows:

Table 3.
Distribution of Overall Service Quality Data (X2).

No	Score	Category	Frequency	%
1	43 – 50	Strongly agree	50	50%

2	35 – 42	Agree	48	48%
3	27 – 34	Doubtful	2	2%
4	19 – 26	Don't agree	0	0%
5	10 – 18	Strongly Disagree	0	0%
Amount			100	100%

Source: Data processed 2023

Of the total participants in the research, 100 respondents were involved, half of whom, namely 50 people who contributed 50%, gave a rating of "Strongly Agree" regarding Service Quality. An almost equal proportion, 48 people at 48%, said they "Agree". There was a small number, namely 2 respondents (2%), who expressed feelings of "Doubtful". There were no respondents who chose "Disagree" or "Strongly Disagree". From this data, the conclusion that can be drawn is that "Strongly Agree" is the most frequently given answer regarding Service Quality. Next, based on respondents' responses, a recapitulation of the total score will be calculated and the answer criteria for the service quality variable will be determined, namely:

Table 4. Total Score Per Statement Item & Top Answer Criteria
Service Quality Variable (X2)

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	Sandy's Honey Grilled Chicken has a clean place	500	441	88.2%	Strongly agree
2	Sandy's Honey Grilled Chicken has a comfortable place	500	429	85.8%	Strongly agree
3	Sandy Honey Grilled Chicken employees have an attractive appearance	500	424	84.8%	Strongly agree
4	Sandy Honey Grilled Chicken has complete and sophisticated facilities	500	405	81%	Agree
5	Sandy's Honey Grilled Chicken has good wifi facilities	500	424	84.8%	Strongly agree
6	Food and drink orders at Ayam Bakar Madu Sandy are served well and quickly	500	444	88.8%	Strongly agree
7	Sandy Honey Grilled Chicken has a large parking area	500	446	89.2%	Agree
8	Sandy's Honey Grilled Chicken has secure parking	500	440	88%	Strongly agree
9	Sandy Honey Grilled Chicken employees are always ready when consumers need them	500	430	86%	Strongly agree

10	Sandy Honey Grilled Chicken employees provide polite service	500	440	88%	Strongly agree
	Average	500	432.3	86.46%	Strongly agree

Source: Processed Data, 2023

Looking at the data presented, the average score given by respondents to questions related to the Service Quality variable is 432.3. This value shows a high level of agreement, with the percentage of agreement reaching 86.46% for the "Strongly Agree" category.

Customer Satisfaction (Y)

The highest value is 30 and the lowest value is 6. Therefore, the class interval can be calculated as follows:

$$I = \frac{(NT - NR)}{K}$$

$$I = \frac{(30-6)}{5}$$

$$I = 4.8$$

From the calculation above, an interval of 4.8 is obtained which is rounded to 5. Therefore, the answer criteria can be determined for each variable as follows:

Table 5
Distribution of Overall Customer Satisfaction Data (Y).

No	Score	Category	Frequency	%
1	26 - 30	Strongly agree	50	50%
2	21 - 25	Agree	46	46%
3	16 – 20	Doubtful	4	4%
4	11 – 15	Don't agree	0	0%
5	6 – 10	Strongly Disagree	0	0%
Amount			100	100%

Source: Data processed 2023

In this research, out of a total of 100 respondents, half of them, namely 50 people, responded "Strongly Agree" to the questions asked. 50% of all respondents were involved in aspects related to Customer Satisfaction. Meanwhile, 46 respondents, representing 46%, stated that they "Agree". Four respondents, or 4%, gave the answer "Undecided", and no respondents chose the option "Disagree" or "Strongly Disagree". This leads to the conclusion that "Strongly Agree" was the most common answer among respondents. Based on these responses, a cumulative total score will be calculated and the answer criteria for the customer satisfaction variable will be determined, namely:

Table 6. Total Score Per Statement Item & Top Answer Criteria
Customer Satisfaction Variable (Y)

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	Sandy's Honey Grilled Chicken provides satisfactory service according to what consumers expect	500	440	88%	Strongly agree
2	The product quality and service quality provided by Sandy Honey Grilled Chicken can meet your needs	500	441	88.2%	Strongly agree
3	It doesn't take long to wait to order food and drinks at Ayam Bakar Madu Sandy	500	432	86.4%	Strongly agree
4	Feeling happy and satisfied with the service provided by the Ayam Bakar Madu Sandy staff	500	435	87%	Agree
5	Feel happy and satisfied with the food and drinks provided at Ayam Bakar Madu Sandy	500	437	87.4%	Strongly agree
6	The facilities provided by Sandy's Honey Grilled Chicken were in line with my expectations	500	428	85%	Strongly agree
	Average	500	435.5	87.1%	Strongly agree

Source: Processed Data, 2023

From the data in the table, it can be seen that the average score given by participants for all questions related to the Customer Satisfaction variable is 435.5. This figure reflects a high level of agreement, with a percentage of 87.1% fitting the "Strongly Agree" criterion.

Validity test

Warganegara (2021) describes the Validity Test as a method used to determine the validity of a questionnaire. A questionnaire is considered to have validity if the r value calculated from the procedure exceeds the predetermined table r value.

Table 7. Validity and Reliability Test

Statement Items	rcount	rtable	*Cronbach Alpha* (≥ 0.6)	Information
Product Quality (X1)			0.910	Reliable
"Question 1"	0.662	0.196		"Valid"
"Question 2"	0.679	0.196		"Valid"
"Question 3"	0.774	0.196		"Valid"

"Question 4"	0.717	0.196		"Valid"
"Question 5"	0.739	0.196		"Valid"
"Question 6"	0.823	0.196		"Valid"
"Question 7"	0.628	0.196		"Valid"
"Question 8"	0.740	0.196		"Valid"
"Question 9"	0.722	0.196		"Valid"
"Question 10"	0.766	0.196		"Valid"
"Question 11"	0.792	0.196		"Valid"
Service Quality (X2)			0.917	Reliable
"Question 1"	0.727	0.196		"Valid"
"Question 2"	0.774	0.196		"Valid"
"Question 3"	0.765	0.196		"Valid"
"Question 4"	0.755	0.196		"Valid"
"Question 5"	0.711	0.196		"Valid"
"Question 6"	0.786	0.196		"Valid"
"Question 7"	0.787	0.196		"Valid"
"Question 8"	0.720	0.196		"Valid"
"Question 9"	0.800	0.196		"Valid"
"Question 10"	0.812	0.196		"Valid"
Customer Satisfaction (Y)			0.921	Reliable
"Question 1"	0.841	0.196		"Valid"
"Question 2"	0.862	0.196		"Valid"
"Question 3"	0.870	0.196		"Valid"
"Question 4"	0.888	0.196		"Valid"
"Question 5"	0.836	0.196		"Valid"
"Question 6"	0.786	0.196		"Valid"

Source: Data processed with SPSS

From the statistical analysis carried out, it was found that for the Product Quality variable (X1), there were 11 question items and each question had a calculated r value higher than the r table value of 0.196. This indicates that all of these questions are considered valid for use in this research. Likewise, for the Service Quality variable (X2), all 10 question items also show a calculated r value that is greater than the table r value of 0.196, which validates their use in research. In addition, the Customer Satisfaction variable (Y) with 6 question items is proven to be valid because the average value obtained from the validity test of the average value given by respondents exceeds the r table value of 0.196, so the conclusion is that all question items are considered valid for this research.

Reliability test

This study concluded that the questionnaire was classified as reliable because the Cronbach's Alpha value exceeded the threshold of 0.60, in accordance with the standard criteria established for questionnaire reliability.

Multiple Linear Regression

Arikunto (2020) explains that multiple linear regression is a technique used to evaluate the relationship between two or more independent variables on the dependent variable.

Coefficientsa

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	,771	1,491		,517	,606
	PRODUCT QUALITY	,125	,059	,200	2,140	,035
	QUALITY OF SERVICE	,447	,060	,700	7,492	,001

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Data processed using SPSS

The resulting regression equation is as follows:

$Y = 0.771 + 0.125X1 + 0.447X2$

The results obtained from SPSS 29 analysis are as follows:

1. It was found that in the regression model assessing customer satisfaction (Y), the constant value was 0.771. This is based on the assumption that the initial values for Product Quality (X1) and Service Quality (X2) are zero.
2. The regression coefficient obtained for the Product Quality variable, the regression coefficient is 0.125. This shows that, if other variables remain unchanged, each unit increase in Product Quality will be accompanied by an increase of 0.125 in the dependent variable, each 1% percentage increase in product quality is estimated to result in a 0.125 percentage increase in customer satisfaction.
3. The regression coefficient found for the Service Quality variable was 0.447. This indicates that, assuming other variables are constant, every 1% increase in service quality is predicted to result in an increase of 0.447 in the level of customer satisfaction.
4. From the results of this research, Service Quality is higher than Product Quality. This indicates that the contribution of Service Quality to customer satisfaction is more significant than the contribution of Product Quality.

Coefficient of determination test

Ghozali (2016) explains that the Coefficient of Determination is a measuring tool that measures how effective the independent variable is in explaining variations in the dependent variable. A higher coefficient at this value indicates that the independent variable effectively provides the data needed to predict changes in the dependent variable.

Model Summary

M odel	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,877 a	,768	,763	1,503

a. Predictors: (Constant), SERVICE QUALITY, PRODUCT QUALITY

Source: Data processed using SPSS

According to the table above, the Rsquare value is 0.768. A regression model is said to be getting better if the Rsquare value is closer to one (1). while the adjusted Rsquare value is 0.763. Adjusted Rsquare has a value that is always smaller than Rsquare because adjusted Rsquare is an adjusted value of Rsquare to ensure data accuracy. The conclusion from the results of testing the coefficient of determination is that the combined influence of product and service quality on variable Y is 76.8%.

T test

Arikunto (2020) states that the t test aims to determine whether there is a clear effect of the independent variable on the dependent variable. If the calculated r value obtained from the analysis exceeds the table r value, this indicates that the independent variable makes a clear contribution to the dependent variable. On the other hand, if the calculated r value is smaller than the table r value, it indicates that the independent variable does not have a significant effect on the dependent variable.

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,77 1	1,49 1		, 517	,60 6
	PRODUCT QUALITY	,12 5	,059	,200	2 ,140	,03 5
	QUALITY OF SERVICE	,44 7	,060	,700	7 ,492	,00 1

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Data processed using SPSS

a. Product Quality Variables on Customer Satisfaction

Based on the SPSS output report, the calculated r value for the product quality variable is recorded as 2,140. This indicates that the calculated r value exceeds the critical value of table r and also the p value is lower than the threshold of 0.05, namely 2.140 > 1.984 and 0.035 < 0.05. So, hypothesis H1 is accepted, indicating that the

product quality variable has a significant influence on
customer satisfaction. This finding is consistent with a study conducted by Afnina and Yulia Hastuti (2018), which also showed a positive correlation between product quality and customer satisfaction.

b. Service Quality Variables on Customer Satisfaction

From the data produced by SPSS, it was recorded that the calculated r value for the service quality variable reached 7.492. This figure indicates that the calculated r exceeds the critical value of r table and has a very small p value, namely 0.001, which is too far below 0.05 (7.492 > 1.984 and 0.001 < 0.05). This allows us to conclude that H2 is acceptable, which indicates that the service quality variable has a significant impact on customer satisfaction. This finding is in line with research conducted by M. Ramanda Fichan and Vonny Tiara Narundana (2022), which found that service quality has a simultaneous influence on consumer satisfaction.

F test

Arikunto (2020) explains that the F test is carried out to assess the joint influence that independent variables have on the dependent variable in a regression model. If the F value calculated from the analysis is more than the table F value, this indicates the independent variables, collectively, have a clear influence on the dependent variable.

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	726,251	2	363,126	160,793	,001 b
Residual	219,059	97	2,258		
Total	945,310	99			

a. Dependent Variable: CUSTOMER SATISFACTION
b. Predictors: (Constant), SERVICE QUALITY, PRODUCT QUALITY
Source: Data processed using SPSS

By referring to the value listed in the F distribution table with numerical degrees of freedom 2 and denominative 97, namely 3.09, the results obtained show that the calculated F value reaches 160.793, which far exceeds the F table value. With a very low significance value, namely less than 0.001 and far below the threshold of 0.05, we can conclude that the Product Quality and Service Quality variables have something in common, namely that they have a clear impact on Customer Satisfaction at Ayam Bakar Madu Sandy Lampung Branch. This research is in line with the findings achieved by Intan Aulia and Anah Furyanah (2022), who confirmed that both product quality and service quality have a positive impact on customer satisfaction.

CLOSING

Conclusion

The results of the data analysis that has been carried out show:

1. Product quality has a clear influence on the level of customer satisfaction at the Lampung Branch of Ayam Bakar Madu Sandy.
2. Service quality also has a clear influence on the level of customer satisfaction in the same entity.
3. When Product Quality and Service Quality are considered together, both together have a clear impact on customers at Ayam Bakar Madu Sandy Lampung Branch.

Suggestion

From the research findings on the impact of product and service quality on customer satisfaction for Sandy Cab Honey Grilled Chicken. Lampung Cab. Lampung, there are several things that need to be recommended for Sandy Cab Honey Grilled Chicken. Lampung, namely:

1. Regarding product quality and customer satisfaction, Sandy Cab Honey Grilled Chicken. Lampung must be able to give the impression of products that are of good quality and quality to customers.
2. Regarding the quality of service, Sandy Cab Honey Grilled Chicken. Lampung must be able to provide a positive impression or service when meeting and serving customers.
3. Regarding customer satisfaction, Sandy Cab Honey Grilled Chicken should be the best. Lampung should carry out regular checks on the quality of the products provided and the services provided to each customer.

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