



Determinants of customer satisfaction: A study of service quality, brand image, and product quality

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ABSTRACT

Purpose: study aims to examine the influence of service quality, brand image, and product quality on customer satisfaction. The objective is to determine which of these factors are significant drivers of customer satisfaction for a specific culinary business.

Design/methodology/approach- This quantitative study used a survey to collect data. A questionnaire was distributed to a sample of customers who had dined at Gokilna Mie Preman on more than two occasions. Primary data was gathered via Google Forms and processed using Microsoft Excel. The analysis was conducted using SPSS software (Version 29) to test the hypothesized relationships.

Findings- The analysis reveals that service and product quality have a significant positive influence on customer satisfaction. However, brand image did not have a statistically significant impact on customer satisfaction in this context.

Originality/value- This research explores the drivers of customer satisfaction in the local culinary industry, focusing on a popular dining establishment. The findings highlight the importance of tangible product and service delivery over brand-centric marketing for fostering customer loyalty, offering valuable insights for managers and owners of similar businesses.

Keywords: Service quality, Brand image, Product quality, Customer satisfaction, Culinary industry.

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ABSTRAK

Tujuan - Studi ini bertujuan untuk meneliti pengaruh kualitas layanan, citra merek, dan kualitas produk terhadap kepuasan pelanggan. Tujuannya adalah untuk menentukan faktor mana yang merupakan pendorong signifikan kepuasan pelanggan untuk bisnis kuliner tertentu.

Desain/metodologi/pendekatan - Studi kuantitatif ini menggunakan survei untuk mengumpulkan data. Kuesioner didistribusikan kepada sampel pelanggan yang telah makan di Gokilna Mie Preman lebih dari dua kali. Data primer dikumpulkan melalui Google Forms dan diproses menggunakan Microsoft Excel. Analisis dilakukan menggunakan perangkat lunak SPSS (Versi 29) untuk menguji hubungan yang dihipotesiskan.

Temuan - Analisis menunjukkan bahwa kualitas layanan dan produk memiliki pengaruh positif yang signifikan terhadap kepuasan pelanggan. Namun, citra merek tidak memiliki dampak yang signifikan secara statistik terhadap kepuasan pelanggan dalam konteks ini.

Orisinalitas/nilai - Penelitian ini mengeksplorasi pendorong kepuasan pelanggan di industri kuliner lokal, dengan fokus pada tempat makan populer. Temuan menyoroti pentingnya penyampaian produk dan layanan yang nyata dibandingkan pemasaran yang berpusat pada merek untuk menumbuhkan loyalitas pelanggan, menawarkan wawasan berharga bagi manajer dan pemilik bisnis serupa.

Kata kunci: Kualitas layanan, Citra merek, Kualitas produk, Kepuasan pelanggan, Industri kuliner, Indonesia

1. Introduction

The Indonesian culinary industry has demonstrated significant and sustained growth in recent years. According to the Ministry of Trade of the Republic of Indonesia (2024), the food and beverage sector recorded a growth rate of 5.53% in 2024. This expansion is partly driven by increasing purchasing power and population growth, with the Badan Pusat Statistik (2023) reporting that food consumption in Indonesia grows by nearly 5% annually. This dynamic environment creates substantial opportunities for businesses, particularly Micro, Small, and Medium Enterprises (MSMEs), to compete in the food and beverage market.

One culinary sub-sector that has experienced a notable surge in popularity is noodle- and ramen-based establishments. Brands such as Mie Gacoan, Mie Abang Adek, and Ramen Ya demonstrate the widespread market acceptance of noodle-based concepts. Gokilna Mie Preman is an MSME that has entered this competitive landscape by offering noodle and ramen dishes with a unique concept, characterized by customizable spice levels and a variety of toppings. However, in such a competitive market, sustaining a customer base and fostering loyalty require more than a distinctive product; they increasingly depend on service quality and brand perception (Kotler & Keller, 2021).

Service quality is a critical determinant of customer satisfaction. It encompasses employees' actions and behaviors in serving and fulfilling customer needs (Pranitasari, 2017). Organizations must diligently identify and meet customer expectations to deliver superior service and cultivate satisfaction (Pranitasari, 2017). Efficient, accurate, and empathetic service delivery fosters positive customer experiences (Cahyono et al., 2020). Aulida (2022) further posits that service quality is reflected in employees' attitudes and actions in attracting and retaining customers. Conversely, failing to meet service expectations is a primary antecedent of customer dissatisfaction (Kotler & Keller, 2019).

Brand image, defined as the consumer's perception of a product's identity and reputation (Junaidi, 2022), also plays a crucial role in consumer behavior. Effective brand image management can yield positive outcomes, including enhanced consumer understanding and informed purchasing decisions (Aprileny, 2020). Despite its theoretical importance, empirical evidence on the direct link between brand image and customer satisfaction remains inconclusive. For instance, Gunardi (2019) found no significant relationship, whereas Dona (2022) reported a positive influence. This inconsistency in prior findings creates a research gap that warrants further investigation, particularly within the local culinary MSME sector.

Furthermore, product quality is a foundational element in shaping consumer purchase decisions and satisfaction. According to Sampurna (2020), superior product quality—encompassing durability, functionality, and aesthetic appeal—enhances customer satisfaction and strengthens a company's competitive advantage (Satdiah et al., 2023). For a food and beverage business, product quality directly influences the core consumption experience and is therefore paramount.

Given the competitive intensity of the Indonesian culinary market and the mixed findings in existing literature regarding the antecedents of customer satisfaction, this study seeks to empirically examine the influence of service quality, brand image, and product quality on customer satisfaction. The context for this investigation is Gokilna Mie Preman, providing focused insights into the factors that drive satisfaction for a local noodle-based MSME.

2. Theory and Hypothesis

Service Quality

Service quality is conceptualized as the consumer's perception of the service received relative to their prior expectations, a comparison that fundamentally influences subsequent satisfaction and loyalty (Kotler & Keller, 2019; Reppi *et al.*, 2021). According to Abdullah (2019), service quality encompasses the characteristics of a service that fulfill both explicit and implicit customer needs, thereby encouraging repurchase intention. Mulyapradana *et al.* (in Purba *et al.*, 2023) further contend that optimal and consistent service delivery enhances consumer satisfaction. This multifaceted construct is commonly operationalized through five principal dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Cahyono *et al.*, 2020). These interrelated indicators collectively shape customer perceptions of the service experience.

Brand Image

Brand image refers to the consumer's perception of a brand, formed through accumulated experiences, information processing, and personal interpretation of products or services (Junaidi, 2022). A positive brand image can enhance consumer preference, loyalty, and trust, whereas a negative image may diminish repurchase intention (Putri & Suarti in Kianjung *et al.*, 2024). Kotler and Keller (2018) identify five key indicators of brand image: brand identity (visual elements such as color and packaging); brand personality (the distinctive character of the brand); brand association (linkages with activities such as sponsorship); brand attitude and behavior (consumer interactions with the brand); and brand benefit and competence (the value and advantages offered by the product). These dimensions collectively shape a brand's overall perception and emotional resonance in consumers' minds.

Product Quality

Product quality is defined as the capacity of a good or service to meet consumer needs and desires, serving as a critical determinant of customer satisfaction and marketing success. According to Intakoris (2023), quality encompasses appearance, reliability, ease of use, and aesthetics. Hasbullah (2022) adds that quality must align with the product's intended purpose. Cesariana (2022) asserts that quality influences purchase decisions, with higher quality generating greater consumer interest. Sanjaya (2023) provides a comprehensive framework comprising eight indicators of product quality: performance, features, conformance, durability, reliability, serviceability, aesthetics, and perceived quality. These dimensions collectively function to meet or exceed consumer expectations.

Customer Satisfaction

Customer satisfaction is defined as the feeling of pleasure or disappointment that results from comparing a product's perceived performance with initial expectations (Kotler & Keller, 2021). This affective response arises naturally from the customer's consumption experience. Herudiansyah *et al.* (2023) conceptualize satisfaction as an individual's emotional response following an evaluation of whether a product has met expectations, with fulfillment potentially fostering customer loyalty. Similarly, Gibrani (2023) characterizes satisfaction as the customer's emotional reaction to goods or services consumed. Synthesizing these perspectives, customer satisfaction can be understood as the outcome of comparing expectations with the product or service's actual performance. Indrasari (2019, in Masili *et al.*, 2022) identifies three key indicators of satisfaction: conformity with expectations, intention to revisit, and willingness to recommend to others.

Hypotheses Development

Service quality constitutes a fundamental determinant of customer satisfaction. The service delivered by an organization encompasses reliability, responsiveness, assurance, empathy, and tangible evidence (Cahyono *et al.*, 2020). The theoretical rationale posits that higher perceived service quality increases the likelihood of customer satisfaction. This aligns with Kotler's (2019) assertion that satisfaction emerges when customer expectations are met or exceeded. Empirical evidence substantiates this relationship, with prior studies demonstrating that service quality positively influences customer satisfaction (Gunardi & Erdiansyah, 2019; Sapitri *et al.*, 2024). Consequently, the first hypothesis is proposed:

H1: Service quality has a positive effect on customer satisfaction.

Brand image represents a salient factor influencing customer perceptions of products or services. Junaidi (2022) conceptualizes brand image as the customer's interpretation and impression formed through experiences and expectations associated with a brand. A robust brand image can engender consumer confidence and emotional satisfaction (Kotler & Keller, 2018). However, the empirical evidence regarding this relationship remains equivocal. Research by Dona (2022) identified a positive and significant effect of brand image on customer satisfaction, whereas Gunardi and Erdiansyah (2019) reported a non-significant relationship. This inconsistency in findings underscores a research gap warranting further investigation. Therefore, the second hypothesis is advanced:

H2: Brand image has a positive effect on customer satisfaction.

Product quality is a primary consideration in consumer decision-making. Astuti (2021) notes that product quality can be assessed along dimensions such as durability, performance, reliability,

and aesthetics. Sanjaya (2023) contends that high-quality products enhance customer satisfaction by optimally fulfilling consumer needs and desires. This theoretical position is supported by empirical research, such as that conducted by Satdiah *et al.* (2023), which demonstrated a significant effect of product quality on customer satisfaction. Based on this reasoning, the third hypothesis is formulated:

H3: Product quality has a positive effect on customer satisfaction.

3. Methodology

This study employed a quantitative approach with an associative/causal research design. The objective of associative research is to examine the relationships and influences among two or more variables (Sugiyono, 2019). Specifically, this study aimed to analyze the influence of the independent variables—service quality, brand image, and product quality—on the dependent variable, customer satisfaction. The research strategy used was a survey, in which data were collected via the distribution of questionnaires to respondents who met the predetermined criteria.

Population and Sample

The study population comprised all customers of Gokilna Mie Preman. As the exact size of this population was unknown, a non-probability sampling technique was adopted. Specifically, purposive sampling was employed, in which respondents were selected based on criteria relevant to the research objectives. The inclusion criteria for the sample were individuals who had consumed products from Gokilna Mie Preman on more than 2 occasions. This criterion ensured that respondents had sufficient experience with the establishment to provide informed assessments of service quality, brand image, product quality, and their subsequent satisfaction.

Variable Measurement and Operationalization

This study involved four variables: three independent variables—service quality (SQ), brand image (BI), and product quality (PQ)—and one dependent variable—customer satisfaction (CS). The research instrument was developed based on indicators derived from established literature, all of which have been previously tested for validity and reliability. All items were measured using a four-point Likert scale, ranging from 1 ("strongly disagree") to 4 ("strongly agree"). The four-point scale was deliberately chosen to mitigate central-tendency bias and encourage respondents to express a definitive opinion.

Service Quality was measured using indicators adapted from the SERVQUAL model, encompassing five dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Cahyono *et al.*, 2020). Brand Image was operationalized through five dimensions: brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence (Kotler & Keller, 2018). Product Quality was assessed using eight indicators: performance, features, conformance, durability, reliability, aesthetics, serviceability, and perceived quality (Sanjaya, 2023). Customer Satisfaction was measured through three indicators: conformity with expectations, intention to revisit, and willingness to recommend to others (Indrasari, 2019, in Masili *et al.*, 2022).

Data Collection Methods

Primary data for this study were collected through a structured online questionnaire. The questionnaire was designed and distributed using Google Forms, which facilitated efficient data

gathering from a geographically dispersed respondent pool. Prior to full-scale distribution, the questionnaire was pre-tested to ensure clarity and comprehensibility. The survey link was disseminated through social media channels and direct communication to reach potential respondents who met the sampling criteria. Data collection took place over a specified period (e.g., 4 weeks) to ensure an adequate sample size was achieved.

Data Analysis Techniques

Collected data were processed and analyzed using SPSS software (Version 29). The data analysis techniques employed in this study included validity and reliability testing and multiple linear regression. Reliability was evaluated using Cronbach's Alpha coefficient. An instrument was deemed reliable if it produced a Cronbach's Alpha value of 0.6 or higher, indicating acceptable internal consistency (Sugiyono, 2019). To test the proposed hypotheses, multiple linear regression analysis was performed. This technique was employed to examine the partial (individual) effect of each independent variable (service quality, brand image, and product quality) on the dependent variable (customer satisfaction). The significance of these effects was determined using a t-test with a significance level of 5% ($\alpha = 0.05$). Prior to conducting the regression analysis, classical assumption tests (e.g., normality, multicollinearity, heteroscedasticity) were performed to ensure the robustness and validity of the regression model.

4. Results and discussion

Descriptive Analysis

The descriptive statistics presented in Table 1 reveal that the mean scores for all variables exceed 3.00 on a four-point Likert scale. This indicates that, on average, respondents tended to agree or strongly agree with the statements measuring service quality, brand image, product quality, and customer satisfaction. The maximum value of 4.00 was achieved for all variables, representing the highest possible score. The minimum scores ranged from 2.40 to 2.70, suggesting the absence of extreme outliers and indicating that respondent perceptions were generally favorable across the sample.

Table 1. Descriptive Statistics of Study Variables

Variable	Mean	Std. Dev	Min	Max
Service Quality (SQ)	3.45	0.52	2.40	4.00
Brand Image (BI)	3.43	0.54	2.40	4.00
Product Quality (PQ)	3.46	0.51	2.70	4.00
Customer Satisfaction (CS)	3.44	0.53	2.60	4.00

Source: Processed field data (2025)

Hypothesis Testing

Hypothesis testing was conducted using multiple linear regression analysis, employing the partial test (*t*-test) to examine the individual effect of each independent variable on the dependent variable. The results of this analysis are presented in Table 2.

Table 2. Hypothesis Testing Results

Variable	Coefficient (β)	Std. Error (SE)	p-value
Service Quality	0.252	0.106	0.020
Brand Image	0.169	0.089	0.062
Product Quality	0.391	0.104	0.001

Source: Processed primary data (2025)

The regression analysis yielded the following results. First, Service Quality (SQ) was found to have a positive and statistically significant effect on customer satisfaction ($\beta = 0.252$, $*p^* = 0.020 < 0.05$). This finding supports H1, indicating that improvements in service quality are associated with higher levels of customer satisfaction. Second, Brand Image (BI) did not demonstrate a statistically significant effect on customer satisfaction ($\beta = 0.169$, $p = 0.062 > 0.05$). Therefore, H2 is not supported. This suggests that, within the context of this study, consumers' perceptions of the brand image do not directly translate into increased satisfaction. Third, Product Quality (PQ) exhibited a positive and highly significant effect on customer satisfaction ($\beta = 0.391$, $*p^* = 0.001 < 0.05$). This finding provides strong support for H3, confirming that product quality is a key driver of customer satisfaction. The model's Adjusted R^2 value of 0.520 indicates that the three independent variables—service quality, brand image, and product quality—collectively explain 52.0% of the variance in customer satisfaction. Furthermore, the F-statistic of 35.267 with a significance level of $p < 0.001$ confirms that the overall regression model is fit for purpose and significantly predicts customer satisfaction.

Discussion

The finding that service quality has a significant positive effect on customer satisfaction (H1 supported) aligns with the theoretical proposition that satisfaction emerges when perceived service meets or exceeds expectations (Kotler & Keller, 2019). Service quality in this study was operationalized through the five SERVQUAL dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Cahyono et al., 2020). The significant result suggests that customers of Gokilna Mie Preman value efficient, accurate, and empathetic service delivery, which in turn enhances their overall satisfaction with the dining experience.

This finding corroborates previous research by Saputra et al. (2024), who also identified a positive and significant relationship between service quality and customer satisfaction. It reinforces the notion that superior service delivery is a critical differentiator in the competitive culinary industry. However, this result contrasts with that of Wahdani (2024), who reported a non-significant effect. This discrepancy may be attributed to contextual differences, such as the type of establishment, customer demographics, or the presence of other more dominant satisfaction drivers in Wahdani's (2024) study context. For Gokilna Mie Preman, the tangible and interactive nature of food service makes service quality a paramount concern for customers.

The analysis revealed that brand image does not exert a statistically significant influence on customer satisfaction (H2 not supported). While the mean brand image score was relatively high (3.43), indicating that customers hold a generally positive perception of the brand, this perception does not directly translate into satisfaction with their consumption experience. This finding suggests that for Gokilna Mie Preman customers, satisfaction stems more from tangible aspects of the offering (product and service) than from the brand's abstract image.

This result is consistent with the findings of Ningfiat et al. (2024) and Gunardi and Erdiansyah (2019), who also reported a non-significant relationship between brand image and customer satisfaction. It suggests that in certain contexts, particularly for experiential products like food,

the immediate consumption experience may override the influence of pre-existing brand perceptions. However, this finding stands in contrast to studies such as Apriliani and Yudiantoro (2023) and Dona (2022), which found a positive and significant effect. This inconsistency in the literature underscores the contextual nature of the link between brand image and satisfaction. A plausible explanation is that for a single-location MSME like Gokilna Mie Preman, the brand is still developing, and customers' satisfaction is more heavily influenced by their direct interaction with the product and staff than by the broader brand reputation. The non-significant finding contributes to the ongoing scholarly discourse by suggesting that brand image may be a less critical antecedent of satisfaction in the early stages of a brand's lifecycle or for small, local establishments.

The strong positive and significant effect of product quality on customer satisfaction (H3 supported) is a robust finding. Product quality, measured by indicators such as performance, features, durability (consistency), and aesthetics (Sanjaya, 2023), emerges as the most influential predictor among the three variables examined, as evidenced by its largest beta coefficient ($\beta = 0.391$). This finding is theoretically sound, as the core product—the food itself—is the primary reason customers visit a restaurant. If the product fails to meet expectations in terms of taste, presentation, or consistency, satisfaction is unlikely, regardless of service quality or brand perception.

This result strongly aligns with the work of Istiyono and Rizal (2022) and Satdiah et al. (2023), who affirmed the critical role of product quality in shaping customer satisfaction. For Gokilna Mie Preman, which offers customizable noodle and ramen dishes, the tangible quality of the food—its flavor, temperature, portion size, and ingredient freshness—directly determines the customer's core evaluative judgment. The significant finding underscores that for culinary businesses, investment in product development, quality control, and consistency is paramount. The contrasting finding from Suprdin et al. (2022), in which product quality was not significant, may indicate a context in which other factors, such as a unique atmosphere or extremely low price, become the primary drivers of satisfaction, thereby diminishing the relative importance of product quality.

Practical Implications

The findings of this study offer several actionable insights for the management of Gokilna Mie Preman and similar micro, small, and medium enterprises (MSMEs) within the competitive culinary sector. The significant and dominant influence of product quality on customer satisfaction underscores the imperative for managers to prioritize investment in the core offering. This involves rigorous attention to ingredient sourcing, consistency in flavor and portion sizes, and continuous menu development based on customer feedback. Furthermore, the significant effect of service quality highlights the need for structured training programs focused on the key SERVQUAL dimensions, particularly staff responsiveness and empathy during customer interactions. While brand image was not found to be a significant driver of satisfaction in this context, it would be imprudent to neglect it entirely; efforts should be directed toward gradually building a brand reputation through consistent, positive customer experiences, which will serve as the most powerful and authentic marketing tool. In essence, for local culinary businesses with limited brand equity, resource allocation should be heavily weighted toward enhancing tangible product excellence and service delivery, as these are the direct levers for fostering customer satisfaction and, consequently, loyalty.

Limitations and Future Research

While this study provides valuable insights, its findings must be interpreted in light of several limitations that also suggest avenues for future scholarly inquiry. First, the research employed a

cross-sectional design, capturing data at a single point in time, which precludes inferring causal relationships or observing how the influence of these variables may evolve as the business matures or as customer relationships deepen. Future studies could adopt a longitudinal approach to track these dynamics. Second, purposive sampling from a single culinary establishment's customer base limits the generalizability of the results to other regions, business types, or industry sectors. Replicating this research across multiple food and beverage brands or different service industries would enhance the external validity of the findings. Finally, this study focused exclusively on three antecedents of customer satisfaction, which explained 52% of its variance, indicating that nearly half of the variance is attributable to other factors. Future research should incorporate additional variables, such as price fairness, store atmosphere, and the growing influence of social media marketing and digital reviews, to develop a more comprehensive model of customer satisfaction in the modern culinary landscape.

5. Conclusion

This study aimed to empirically examine the determinants of customer satisfaction within the context of a local culinary MSME, specifically Gokilna Mie Preman, by investigating the influence of service quality, brand image, and product quality. The findings reveal that product quality exerts the most substantial influence on customer satisfaction, underscoring its role as the foundational element of the dining experience. Service quality also emerged as a significant predictor, confirming that how the service is delivered is nearly as important as the core product itself. Conversely, brand image was not found to have a statistically significant direct effect, suggesting that for smaller, experience-centric establishments, abstract brand perceptions may be secondary to tangible consumption experiences in shaping satisfaction. Collectively, these three factors account for a substantial portion of the variance in customer satisfaction, underscoring their combined importance. The study contributes to the extant literature by providing nuanced insights from the Indonesian culinary MSME sector. It offers practical guidance for business owners on prioritizing product excellence and service delivery as primary levers for cultivating a satisfied, loyal customer base.

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