THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT MARSALIA EMBROIDERY IN MALANG CITY

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Abstract

In this contemporary period, commerce plays a crucial role in the advancement of the economy and society. The fashion industry is currently experiencing significant growth in Indonesia. Situated in Malang City, Marsalia Embroidery is a thriving fashion enterprise. The primary objective of this research is to assess how customer satisfaction at Marsalia Embroidery is impacted by the quality of their products and services. By conducting a survey, involving 86 negligee purchasers, this quantitative study followed a purposive sampling approach. Subsequently, the obtained data will undergo analysis through multiple linear regression and hypothesis testing. The findings of this investigation reveal that both product quality and service quality individually influence customer satisfaction to a certain degree. Collectively, these two variables hold a substantial sway over customer satisfaction, accounting for 74.1%, while the remaining 25.9% is attributed to other unexplored factors. Therefore, it can be deduced that both product quality and service quality have a partial and collective impact on customer contentment. Marsalia Embroidery is expected to increase the consistency of its products by maximizing the quality check process, so that consumers will receive products that are free from defects and have good standards. In addition, Marsalia Embroidery should also evaluate the reliability of employees in serving consumers, in order to meet the services expected by consumers.

Keywords: Customer Satisfaction, Product Quality, Service Quality, Marsalia Embroidery

1. INTRODUCTION

In today's modern era, business is one of the main pillars in the economy and social growth. This can be seen with the rapid development of business, where more and more roles of business people open and develop their businesses. In this case, one of the businesses developing in Indonesia today is a business in the fashion sector. The fashion industry is very flexible because at certain times or seasons it has certain characteristics as well so that it is very dependent on the trends that occur at that time or season. The fashion industry creates many opportunities for people to express their creative ideas in the way they dress. Technological developments, especially in the industrial field, will open up greater opportunities for creativity in the fashion field.

After the Covid-19 pandemic, both the export and import of Indonesian textile products have experienced a significant increase trend. Therefore, the government has prepared various incentives to sustain the economy in the textile sector and its products. In early 2023, the performance of the processing industry showed expansion. The

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Manufacturing Purchasing Managers' Index (PMI) in January 2023 reached 51.54, a sharp increase compared to December 2022's PMI of 50.9, indicating a rapid growth compared to the previous year (Indonesia.go.id, 2023).

The fashion industry is an industry that is never short of enthusiasts, many people create new fashion ideas, by combining one fashion item with another. This causes many business actors to compete to meet the fashion needs of the community, by creating new models and trends that will be popular with the community (Piranda et al., 2022). Many Indonesian women also pay attention to their appearance even though they are only at home, because of that, fashion products that are comfortable to wear and in demand by women are also growing rapidly, for example Negligee clothing. In an article written by Wijaya (2024) Negligee is a versatile garment that can be worn in various situations. From everyday home clothes to sleepwear, negligee always provides comfort. In fact, some of the more modern negligee designs can be worn outside the home for casual events. Negligee is generally sold at an affordable price, making it an economical choice for many women.

In Malang City, the fashion business is experiencing very rapid development, because this city is an area that has strong potential and competitiveness through its best creative industry products, one of which is the fashion industry (Shofa & Deddy 2019). Many fashion industries then compete to develop their businesses. Many efforts are made by entrepreneurs to remain existent and favored by the public, such as creating products with various variations and the best quality, to the quality of service provided to consumers. One fashion business that does this to boost its business is Marsalia Embroidery. Marsalia provides a fashion concept that upholds the concept of zero wasting, so that patchwork left over from production is recycled into products that can be used.

Marsalia Embroidery is a micro, small, and medium enterprise (MSME) founded by Mrs. Sri Rahayu in 2010 which is located at Puncak Borobudur street G-405, Griya Shanta, Malang City, East Java. Marsalia Embroidery produces several types of fashion products such as embroidered negligee, mukena, and several other products that are well known in Malang City and surrounding areas. Marsalia's products are known for their unique designs and the high quality of the fabric and embroidery. One of Marsalia's products that is best known by the public is Marsalia's embroidered negligee, so it is commonly referred to as "Malangan Negligee" by some consumers. In addition to providing good product quality, Marsalia Embroidery MSMEs also provide the best service, seen from positive reviews on Google, explaining the services provided.

In the Google map review Marsalia Embroidery only gets 4.6 stars from consumers, this is because many customers only give low stars without any reason why they give bad reviews to Marsalia Embroidery. So, as long as Marsalia has been running its business, it has never received a bad review, either for product quality or service quality, on Google reviews.

In choosing a product, consumers will consider several things that are offered. These considerations can be seen in terms of the shape, type, and features of the product, so that consumers will get the product they want. Quality of the product is the top priority for customers in fulfilling their requirements, as meeting consumer expectations through product quality can lead to loyal customers and positive word-of-mouth advertising that can draw in new potential customers. According to Kotler & Keller (2016) the quality of

a product or service is determined by its ability to meet the needs of customers, whether explicitly stated or implied.

The form of product quality owned by Marsalia Embroidery is by providing a variety of products as well as aesthetic value, of course, providing stimulation to consumers. Product quality is one of the company's success factors in attracting consumers to increasing customer satisfaction, if the product provided matches what they expected then the satisfaction felt by the customer will also be high, but if the quality of the product is different from what they expected then customer satisfaction will also be low or it could be said that the customer will be disappointed. Based on research data conducted by Kusuma & Budiarti (2021) that product quality (X2) affects the customer satisfaction variable (Y).

In addition to the quality of products, customers also evaluate the standard of service offered by the company. Service quality is a customer's perspective that focuses on the outcome and comparison of expectations towards service with the actual performance. According to Kotler & Amstrong (2014) the totality of attributes and traits of a product or service that contribute to its capacity to fulfil requirements, whether directly or indirectly, is known as service quality. According to Tjiptono (2015), The quality of service is a constantly changing state that is strongly linked to the goods, services, staff, processes, and settings that can meet or surpass expected levels. By doing so, the company can enhance customer contentment by providing enjoyable experiences and reducing unpleasant interactions with customers. Marsalia Embroidery tries to provide the best quality of service, by providing a comfortable place and friendly service, to create a good impression on consumers so that it will influence the satisfaction received by customers.

With the presence of many competitors who provide facilities that are almost similar to Marsalia Embroidery, it becomes a reference for MSMEs to provide the best to increase their customer satisfaction. Customer contentment plays a crucial role in encouraging repeat purchases, driving the majority of the company's sales revenue (Indrasari, 2019). Customer satisfaction is essential for increasing customer loyalty, resulting in a significant portion of the company's income coming from repeat purchases.

Preliminary research conducted by Muhammad & Utami (2023) with the title "The Effect of Product Quality and Service Quality on Customer Satisfaction Roughneck 1991 in Bandung City" has the result that product quality and service quality partially affect customer satisfaction. This is supported by research conducted Jannah (2021) with the title "The Effect of Product Quality and Service Quality on Customer Satisfaction at Ivo International Fashion Marpoyan Store" which shows the results of product quality variables and service quality variables have a positive and significant effect on customer satisfaction.

In order for the discussion of this study to be focused on the main problem of the study and avoid unwanted interpretations, the researcher determines the limits of the problem. The purpose of this research is threefold. First, it aims to test and analyze the partial effect of product quality on customer satisfaction at Marsalia Embroidery in Malang City. Second, it seeks to test and discuss the partial influence of service quality on customer satisfaction at the same company. Finally, the research examines the

simultaneous effects of both product quality and service quality on customer satisfaction at Marsalia Embroidery in Malang City.

2. LITERATURE REVIEW

2.1. Marketing

Marketing is a strategic and coordinated process undertaken by a company or entity to meet market needs through the creation of valuable products, setting prices, communicating with customers, delivering goods, and exchanging offers with consumers, clients, partners, and the public (Indrasari, 2019:2).

Meanwhile, according to American Marketing Association (AMA) (2008) (In Alimin, et. al. 2022:2) defines marketing refers to the activities within an organisation that aim to establish relationships with customers by offering value through communication strategies. The goal is to benefit both the organisation and its stakeholders.

2.2. Product

Customer satisfaction is influenced by various factors, with product quality being a key driver. The quality of a product often represents the overall performance and reputation of a company, making it a priority for businesses to uphold and ensure. The definition of product according to Kotler & Amstrong (2014) describes all the products and services available for sale in order to attract customers, persuade them to make a purchase, and meet their desires or requirements.

Product quality is the ability of a product to perform its function properly. Products are said to be of quality if all the elements that make up the product are favored by consumers or are called good from the consumer's point of view. According to Kotler & Amstrong (2014) the quality of a product or service is determined by its characteristics that affect its ability to fulfill the specified or implied needs of consumers. This suggests that product quality is a characteristic of products and services that improves their ability to satisfy consumer demands.

2.3. Service

According to Indrasari (2019:57) customer service basically includes all activities aimed at providing satisfaction to customers. This type of service, it is hoped that customer wants and needs can be met. In the Indonesian dictionary, service is defined as an effort to meet the needs of others, while service itself means helping to provide what is needed by someone.

According to Kotler & Keller (2016) the quality of a product or service is determined by its characteristics that affect its ability to fulfill the specified or implied needs of consumers. This suggests that product quality is a characteristic of products and services that improves their ability to satisfy consumer demands. According to Tjiptono (2014), the level of service provided is always changing and is linked to the products, services, staff, and systems in place, with the aim of meeting or surpassing the expected standards of service quality.

2.4. Consumer Behavior

Understanding how consumers behave is crucial for successfully implementing marketing strategies. Marketing activities and plans should revolve around meeting the needs and desires of customers, ultimately aiming to achieve their satisfaction and loyalty. Consumer behaviour is intricately linked to the act of buying a product or service (Indrasari, 2019)

According to Tjiptono & Diana (2020:68) the examination of how individuals, groups, or organisations choose, acquire, utilise, and abandon goods, services, experiences, or concepts to meet their needs is known as consumer behaviour. This also includes the repercussions of these actions on consumers and society.

2.5. Customer Satisfaction

Customer satisfaction is one of the main goals for business actors, because this satisfaction can encourage customers to remain loyal. With customer sustainability, companies can optimize their revenue. This is due to the tendency of customers to make more frequent purchases and be willing to try other products offered by business actors. According to Tjiptono (2014: 146) customer satisfaction is the emotional response that occurs when an individual assesses how well a product or service has met their expectations in terms of performance.

2.6. Relationship between Product Quality on Customer satisfaction

Product quality is an important factor for consumers in deciding on purchasing transactions. According to Firmansyah (2019:12) the quality of a product is a key tool used by marketers to position their products effectively. It directly affects how well a product performs. Quality is strongly connected to how much value and satisfaction customers derive from a product. The quality of a product can impact customer satisfaction, as good quality often leads to higher levels of satisfaction for customers.

Previous research by Muhammad & Utami in 2023 with the title "The Effect of Product Quality and Service Quality on Customer Satisfaction Roughneck 1991 in Bandung City" shows that product quality has a positive effect on customer satisfaction.

2.7. Relationship between Service Quality on Customer Satisfaction

Service quality, in addition to product quality, plays a vital role in the satisfaction of customers. The way in which a company offers assistance post-purchase can convey a sense of concern and attentiveness towards its customers. This is reinforced by the opinion of Indrasari (2019) a service is considered to be of high quality when it meets the expectations of customers. Therefore, attaining customer satisfaction is about finding a middle ground between what is wanted and what is actually delivered.

Based on the results of previous research with the title "The Effect of Product Quality, Service Quality and Price on Customer Satisfaction at Loki Store" Gani & Hillebrandes (2021) shows that customer satisfaction is influenced in part by various factors relating to the quality of service, which have an impact at the same time.

2.8. Relationship between Product Quality and Service Quality on Customer Satisfaction

In business ventures, the key focus should be on the quality of products and services. By ensuring top-notch products and excellent service, customers will feel content and delighted. Maintaining high standards in product and service quality can be the ultimate strategy to entice customers for repeat purchases.

Kotler and Keller (2019) discuss in their book that Indrasari (2019) highlights the various elements that can influence customer satisfaction, including product and service quality, emotional factors, pricing, and costs.

Previous research that shows the results of the relationship between product quality and service quality on customer satisfaction is research by Ikhbal et. al. (2021) concluded the results of a study entitled "The Effect of Service Quality And Product Quality On Indihome Customer Satisfaction In Bandar Lampung City" showing that product quality and service quality variables have a significant and positive effect on customer satisfaction.

2.9. Conceptual Research

This study focuses on two separate factors: the quality of the product (X1) and the quality of service (X2). Customer satisfaction (Y) is the connecting variable, linking the two independent variables. The diagram below illustrates the relationship between these variables.
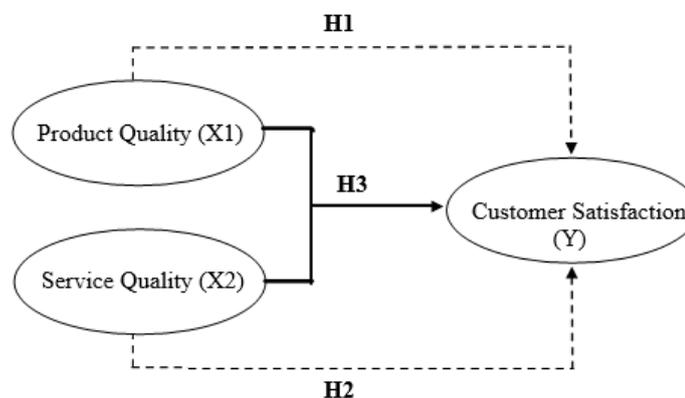

Figure 1. Conceptual Research
Source: Data Processed (2024)

Information:
- - - - - - - ▶ Showing Partial Influence
————————▶ Showing Simultaneous Influence

2.10. Hypothesis

The research potential can be estimated by formulating hypotheses, which serve as temporary solutions. The conceptual framework of the study outlines the following hypotheses:

H1: The quality of the products is believed to have a partial impact on customer satisfaction at Marsalia Embroidery in Malang City.

H2: The quality of services is believed to have a partial impact on customer satisfaction at Marsalia Embroidery in Malang City.
H3: It is suspected that product quality and service quality simultaneously affect customer satisfaction at Marsalia Embroidery Malang City.

3. RESEARCH METHODS

The research scope determines how far the research will extend and the limits of the research area, including the topic and analysis of research variables. The main subject of this research is the relationship between the quality of a product, the quality of service, and how satisfied the customer is. The goal is to assess theories against real-world scenarios and investigate the impact of services provided by MSMEs, as well as gather opinions from participants on the influence of product and service quality on customer satisfaction among negligee buyers at Marsalia Embroidery in Malang City.

Researchers use quantitative research methods in the form of surveys to collect primary data. Quantitative research, also known as a deductive approach, is objective researchers use quantitative research methods in the form of surveys to collect primary data. The population in this study are consumers who have purchased negligee at Marsalia Embroidery starting from May-June 2024. The following are details of the number of consumers who have purchased negligee at Marsalia Embroidery in January-February as a reference to determine the population of Marsalia Embroidery consumers in May-June 2024. The number of consumers who purchased negligees at Marsalia Embroidery during January and February 2024. In January, there were 342 consumers, while in February, the number decreased to 276. The total number of consumers over these two months was 618. Based on these calculations, it can be seen that the minimum number of samples that can be taken from this study is 86.1 and can be rounded up to 86 respondents.

The data obtained in this study were obtained using interview techniques to the authorized owner of Marsalia Embroidery and answers from respondents to the questionnaire. As stated by Sugiyono (2015:39), this factor is commonly known as a trigger factor, forecaster, precursor, or initiator. In the context of Indonesia, it is often referred to as a variable that stands on its own. The variable that has an impact or gives rise to another variable is known as the variable that stands on its own (X). In this particular research at Marsalia Embroidery Malang City, the variable product quality (X1) and service quality (X2) are considered as the independent variables. On the other hand, the variable representing customer satisfaction at Marsalia Embroidery Malang City is known as the dependent variable (Y).

To conduct this study, a measurement scale is required for calculating responses from the upcoming questionnaire. In this particular research, the Likert scale was employed. Through the Likert scale, the variables under consideration are elaborated as a foundation for constructing the questionnaire items, which could be queries or statements. Each response to an item on the questionnaire using the Likert scale ranges from extremely positive to extremely negative. In quantitative analysis, the scale range utilised usually varies from 1 to 5.

The techniques used for data collection in this research encompass questionnaires, interviews, observations, and documents. The data analysis techniques utilised in this study include validation, reliability, and classical assumption testing, as well as multiple regression, determinant analysis, and hypothesis testing.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Data Collection Result

The sample of this study was 86 respondents, that female consumers who purchased negligee at Marsalia Embroidery Malang City. Data collection was carried out by distributing questionnaire which was carried out from June 20, 2024 to June 30, 2024 with the characteristics of the respondents that had been determined.

4.1.2. Characteristics of Respondents

The characteristics of respondents based on address are divided into 2 groups, namely Malang City and Outside Malang City. The following is respondent data based on address:

Table 1. Characteristics of Respondents

No	Adress	Total	
		Frequency (person)	Percentage (%)
1	Malang City	45	52
2	Outside Malang City	41	48
Total		86	100
1	Civil Servants	13	15
2	Housewife	48	56
3	Private Employees	18	21
4	Others	7	8
Total		86	100
1	1-3 times	25	29
2	4-6 times	44	51
3	7-9 times	12	14
4	>9 times	5	6
Total		86	100

Source: Data Processed (2024)

Based on the table 1, the respondents who filled out the questionnaire mostly came from Malang City with 45 respondents with a percentage of 52%, while the respondents from outside Malang City were 41 respondents with a percentage of 47%. That way it can be said that respondents who have made purchases at Marsalia Embroidery mostly come from Malang City, this can be due to the location of the Marsalia Embroidery gallery which is in Malang City, causing consumer buying interest in the products offered to be higher.

Further, it can be seen that 13 respondents work as civil servants, 48 respondents as housewives, 18 respondents work as private employees, and 7 respondents chose other job categories such as teachers, traders and others. The conclusion that can be drawn is that consumers who do Marsalia Embroidery are mostly housewives, because negligee is a product that is comfortable for daily use.

Meanwhile, 25 respondents made purchases 1-3 times, 44 respondents made purchases 4-6 times, 12 respondents made purchases 7-9 times, and 5 respondents made purchases >9 times during their lifetime. The conclusion that can be drawn is that the respondents who filled out the questionnaire are consumers who are satisfied and loyal to Marsalia Embroidery, seen from the number of respondents who make repeat purchases.

4.1.3. Validity Test

The conditions that need to be satisfied for the questionnaire items to be deemed valid are as follows:
1. The question item is said to be valid if r-Statistic > r-Table (0,216) and significance < 0,05.
2. The question item is said to be valid if r-Statistic-C < r-Table (0,216) and significance > 0,05.

Table 2. Validity Test Result

Variable	Item	r Statistic	r Table	significance	Result
Product Quality (X1)	X1.1.1	0,638	0,216	0,000	Valid
	X1.1.2	0,637	0,216	0,000	Valid
	X1.1.3	0,489	0,216	0,000	Valid
	X1.1.4	0,549	0,216	0,000	Valid
	X1.2.1	0,563	0,216	0,000	Valid
	X1.2.2	0,511	0,216	0,000	Valid
	X1.2.3	0,651	0,216	0,000	Valid
Service Quality (X2)	X2.1.1	0,671	0,216	0,000	Valid
	X2.1.2	0,514	0,216	0,000	Valid
	X2.1.3	0,453	0,216	0,000	Valid
	X2.2.1	0,473	0,216	0,000	Valid
	X2.2.2	0,611	0,216	0,000	Valid
	X2.3.1	0,633	0,216	0,000	Valid
	X2.3.2	0,602	0,216	0,000	Valid
	X2.4.1	0,506	0,216	0,000	Valid
	X2.4.2	0,634	0,216	0,000	Valid
	X2.4.3	0,621	0,216	0,000	Valid
	X2.5.1	0,613	0,216	0,000	Valid
	X2.5.2	0,674	0,216	0,000	Valid
	X2.5.3	0,548	0,216	0,000	Valid
Customer Satisfaction (Y)	Y.1.1	0,754	0,216	0,000	Valid
	Y.1.2	0,610	0,216	0,000	Valid
	Y.2.1	0,615	0,216	0,000	Valid
	Y.2.2	0,668	0,216	0,000	Valid
	Y.3.1	0,738	0,216	0,000	Valid
	Y.3.2	0,673	0,216	0,000	Valid

Source: Data Processed (2024)

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According to the results of the validity test table, it was confirmed that all question items related to product quality (X1), service quality (X2), and customer satisfaction (Y) are valid. This is supported by the r values for each question item in each variable being higher than the r table value of 0.216, and the significance level being less than 0.05. As a result, the items measuring product quality (X1), service quality (X2), and customer satisfaction (Y) can be utilised to evaluate the impact of product quality and service quality on customer satisfaction for Marsalia Embroidery.

4.1.4. Reliability Test

**Table 3. Reliability Test Result**

Variable	Cronbach Alpha	N of Items	Standard
Product Quality (X1)	0,662	7	> 0,60
Service Quality (X2)	0,836	13	> 0,60
Customer Satisfaction (Y)	0,761	6	> 0,60

Source: Data Processed (2024)

The results of the reliability test can be concluded as follows:

The first variable, product quality (X1), consists of 7 question items with a Cronbach Alpha of 0.662, indicating reliability. Therefore, it can be inferred that all the items are dependable as 0.662 exceeds 0.60. Moving on to the service quality variable (X2), it encompasses 13 question items with a Cronbach Alpha value of 0.836, confirming the reliability of all items as 0.836 exceeds 0.60. Finally, the customer satisfaction variable (Y) includes 6 question items with a Cronbach Alpha value of 0.761, suggesting reliability. Hence, it can be concluded that all the service quality items are dependable as 0.761 is greater than 0.60.

4.1.5. Normality Test
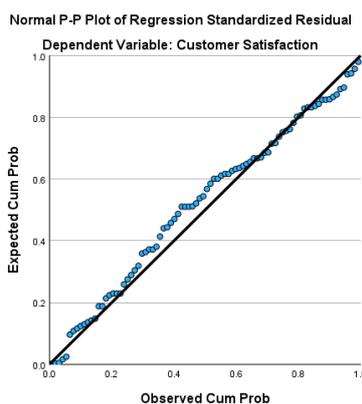
Figure 2. Normal P-Plot Graph
Source: Data Processed (2024)

Upon examining the graph presented, it is evident that the data points are dispersed around the diagonal line and conform to its trajectory. Therefore, it can be inferred that the data adheres to a normal distribution.

4.1.6. Heteroscedasticity Test

An optimal regression pattern is one that displays homoscedasticity or absence of heteroscedasticity. Ghozali (2016:134) outlines the rationale for conducting a heteroscedasticity test as follows:

1. The presence of a consistent arrangement of dots, such as a wavy pattern or a pattern of widening and narrowing, signifies the occurrence of heteroscedasticity.
2. In cases where the dots are randomly positioned above and below the zero mark on the Y axis without any discernible pattern, it suggests that heteroscedasticity is absent.

The results of the heteroscedasticity test can be seen in the following figure:

Figure 3. Heteroscedasticity Test Results
Source: Data Processed (2024)

Based on the results of the scatterplot graph in the image above, it can be seen that the dots spread above and below the number 0 and there is no clear pattern, then heteroscedasticity does not occur or it can be said that the assumption is fulfilled.

4.1.7. Multicollinearity Test

Table 4. Multicollinearity test

Model	Collinearity Statistics		Result
	Tolerance	VIF	
Product Quality	0,529	1,892	Symptom-Free of Multicollinearity
Service Quality	0,529	1,892	Symptom-Free of Multicollinearity

Source: Data Processed (2024)

Based on the results of the multicollinearity test, it was found that the tolerance value was above the minimum required limit, which was $0.529 > 0.10$, and the VIF value

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was below the maximum limit, which was 1.892 < 10.00. This analysis indicated that there was no multicollinearity among the variables tested.

4.1.8. Multiple Linear Regression

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	0,296	1,717
Product Quality (X1)	0,174	0,070
Service Quality (X2)	0,373	0,039

Source: Data Processed (2024)

Based on the table above, the multiple linear regression equation in this study is:
$$Y = a + b1X1 + b2X2 + e$$
$$Y = 0,296 + 0,174X1 + 0,373X2 + e$$

Description:
Y   = Customer Satisfaction
a   = Constanta
b1   = Coefficient regression of Product Quality
b2   = Coefficient regression of Service Quality
X1   = Product Quality Variable
X2   = Service Quality Variable
e   = error rate

Based on the multiple linear regression equation, it is explained as follows:
1. Constanta a: 0,296
a or constant means that if the value of the service quality variable (X1) and price (X2) are both 0, then the value of the customer satisfaction variable will be equal to the constant, which is 0,296
2. Y: Customer Satisfaction
Customer satisfaction is a dependent variable that can be influenced by several independent variables, namely product quality and service quality.
3. b1: 0,174
The coefficient b1 is a variable coefficient of product quality and has a positive influence if the quality of the product (X1) is improved, then customer satisfaction will increase. And vice versa, if these variables are lowered, then customer satisfaction will decrease. This problem is based on the assumption that the other variables are constant (X2=0).
4. b2: 0,373
The coefficient of b2 is the coefficient of price variables and has a positive effect if the quality of service (X2) is increased, then customer satisfaction will increase. And vice versa, if these variables are lowered, then customer satisfaction will decrease. This problem is based on the assumption that the other variables are constant (X2 = 0).

From the description above, it can be said that all independent variables including product quality and service quality have a positive relationship with the bound variable, namely customer satisfaction, meaning that if the value of the free variable increases, the value of the bound variable also increases.

4.1.9. Coefficient Determination (R^2)

Table 6. Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,864	0,747	0,741	1,376

Source: Data Processed (2024)

Based on the results of the determination coefficient test in the table above, an Adjusted R Square value of 0.741 was obtained, which shows that there is a relationship between product quality variables and service quality on customer satisfaction, which is 74.1%. So, the remaining 25.9% is a variable that is not studied.

4.1.10. Hypothesis Test
A. Partial Test (t Test)

Table 7. t test

Model	t statistic	t table	Sig.	Result
Product Quality (X1)	2,482	1,98896	0,015	Influential
Service Quality (X2)	9,534	1,98896	0,000	Influential

Source: Data processed (2024)

Based on the table of t-test results above, the partial hypothesis of variables X1 and X2 is as follows:

1. H1: The product quality variable (X1) has a partial effect on customer satisfaction (Y) because it can be seen from the tstatistics value of 2.482 > ttable 1.988 and sig 0.015 < 0.05 so that H0 is rejected then Ha is accepted. This shows that the product quality variable (X1) tested has a partial effect on the customer satisfaction variable (Y) in Marsalia Embroidery.
2. H2: The service quality variable (X2) has a partial effect on customer satisfaction (Y) because it can be seen from the tstatistics value of 9.534 > ttable 1.988 and sig 0.000 < 0.05 so that H0 is rejected and Ha is accepted. This shows that the service quality variable (X2) tested has a partial effect on the customer satisfaction variable (Y) in Marsalia Embroidery.

B. Simultaneous Test (F Test)

Table 8. F Table

F statistic	F table	Sig.	Significance Level	Result
122,551	3,107	0,000	0,05	Significant Influence

Source: Data Processed (2024)

Based on the table of F test results above, it can be seen that:

H3: Based on the table of F test results, it can be seen that Fstatistic is 122.551 with a significance of 0.000. The test results showed that Fstatistic 122.551 > Ftable 3.107 with a significance of 0.000 < 0.05. This means that H0 is rejected and Ha is accepted, which means that there is a significant simultaneous influence of the variables of product quality (X1) and service quality (X2) on customer satisfaction (Y) at Marsalia Embroidery.

4.2. Discussion

4.2.1. The Influence of Product Quality on Customer satisfaction

According to the findings from the H1 test conducted, it is evident that the quality of products plays a somewhat important role in the satisfaction of customers at Marsalia Embroidery. The impact of product quality on customer satisfaction at Marsalia Embroidery can be observed through the highest average in this aspect, specifically in terms of performance quality. This study's findings correlate with a previous study by Muhammad & Utami (2023) which also concluded that product quality has a significant influence on customer satisfaction at the 1991 Roughneck in Bandung. With the highest mean, it can be concluded that consumers are more concerned about the level (performance quality) such as product comfort when used, product durability, attractive design and good material quality to increase satisfaction with a product. Thus, consumers will feel satisfied with the product they buy, because there is comfort felt when using the product. This is also driven by good durability so that the product will have a long service life and make consumers reduce the need to buy replacement goods in the near future. Attractive design is also able to increase customer satisfaction, because consumers see negligee with harmonious and creative patterns, colors, and details, consumers are more likely to feel interested and satisfied with their purchase. Good quality materials are one of the efforts in satisfying consumers because quality materials not only provide comfort when wearing but also increase the durability of the product so, that customers feel that they are getting more value from their purchase.

The implementation of product quality carried out by Marsalia Embroidery is to provide good quality of basic materials and product designs used so that it will produce a sense of comfort and long-lasting quality for consumers. Consistency to product quality is also a focus for Marsalia, with quality checks, to ensure that the products offered are free from defects, consistency also aims to maintain the standards and consistency of its products from time to time. All of these considerations can create a positive experience for consumers, thereby increasing customer satisfaction with Marsalia Embroidery.

4.2.2. The Influence of Service Quality on Customer satisfaction

After conducting the H2 test, it is apparent that the level of service provided significantly influences customer satisfaction at Marsalia Embroidery. The responsiveness indicator stands out as the most crucial variable in determining customer satisfaction for Marsalia Embroidery. The findings of this study align with previous research conducted by Kusuma & Budiarti (2021), which also highlighted the impact of service quality on customer satisfaction at Coffee Shop Everytime Malang City. Additionally, the speed and accuracy of services offered play a vital role in enhancing customer satisfaction and meeting consumer expectations. Because when consumers shop at the gallery, consumers not only expect high-quality products, but also satisfactory service. Marsalia Embroidery offers fast service when serving consumers, it will have a positive impact on consumers' perception of their overall satisfaction. The accuracy of service can also bring out the satisfaction felt by consumers by responding to customer questions or complaints appropriately, showing that the business is professional and committed to high-quality service. Being responsive to what consumers need can satisfy consumers because it shows that Marsalia really cares and listens to its consumers, when consumers feel heard and served as they want, then customer satisfaction will increase significantly.

The implementation of service quality based on various indicators shows that Marsalia Embroidery provides a positive experience by providing fast, precise, and attentive services to consumers. This service is expected to meet consumer expectations, including by offering custom options for those who do not find the desired product. Supporting facilities and attractive gallery arrangement also increase comfort, so that consumers feel more satisfied with the services provided by Marsalia Embroidery.

4.2.3. The Influence of Product Quality and Service Quality on Customer satisfaction

The results of the H3 test show that there is an influence between product quality and service quality on customer satisfaction at Marsalia Embroidery. The results of this study are relevant to the research that has been conducted by Gani & Hillebrandes (2021) entitled "The Effect of Product Quality, Service Quality and Price on Customer Satisfaction at Loki Store" with the results of the analysis stating that product quality and service quality have a significant effect on customer satisfaction at Loki Store. Based on the results of the research conducted, it can be seen that product quality and service quality simultaneously have a significant influence on customer satisfaction. Together, these two factors are the main determinants of the level of satisfaction felt by consumers. High-quality products, characterized by comfortable materials, neat seams and attractive designs, will meet or even exceed consumer expectations. However, product quality alone is not enough. Good service, such as friendliness, speed in serving, and quick response to complaints or requests, is also very important. When consumers feel valued and treated well, they tend to be more satisfied with the overall shopping experience. The combination of quality products and superior service creates a continuous positive experience, which can increase customer satisfaction and ultimately, drive business growth.

4.2.4. Research Implication

According to the findings of the research conducted, it has been discovered that both product quality and service quality factors play a role in influencing customer satisfaction at Marsalia Embroidery. The simultaneous analysis through the F test has also revealed that both product and service quality have a combined impact on customer satisfaction. An empirical journal has referenced a study by Kusuma & Budiarti (2021) titled "The Impact of Service Quality and Product Quality on Customer Satisfaction at Coffee Shop Everytime Malang City", which is relevant to this research as it also found that product and service quality affect customer satisfaction at the coffee shop.

Product quality is a crucial factor in determining customer satisfaction in a business. Indrasari, M. (2019) has theorised those aspects such as product quality, service quality, emotions, price, and cost all contribute to customer satisfaction. Consumers tend to be more satisfied with high-quality products as they meet or exceed expectations, leading to a positive experience.

The analysis from the research indicates that service quality has a partial positive impact on customer satisfaction. This aligns with Indrasari's (2019) belief that quality service is one that matches customers' expectations, ultimately leading to increased satisfaction. At Marsalia Embroidery, good service quality is essential in enhancing customer satisfaction by providing a pleasant shopping experience and leaving a favourable impression on consumers. Based on the results of the analysis of the multiple determination coefficient (R^2) which has an analysis result value of 0.741, this shows that there is a relationship between product quality variables and service quality on customer satisfaction, which is 74.1%. So that the remaining 25.9% is influenced by other factors from outside the study. So, the theoretical implications of the results of this study are as follows:

1. In this investigation, the quality of the product is measured by two factors: performance level and uniformity. The descriptive analysis indicates that Marsalia Embroidery consistently delivers products with high standards to its customers.
2. The service quality variables in this study have five indicators, namely responsiveness, reliability, empathy, tangible, and assurance or certainty. Based on the results of the descriptive analysis of service quality variables, it can be said that Marsalia Embroidery's efforts to provide employee services are quite reliable and its suitability with the expectations of consumers is also good, so that consumers feel comfortable.
3. The customer satisfaction variable in this study has three indicators, namely conformity with expectations, interest in revisiting and willingness to recommend. Based on the results of the descriptive analysis of the customer satisfaction variable, it can be said that consumers are very concerned about the suitability of the products they receive with their expectations. This is also seen from the performance of employees provided by Marsalia can increase customer satisfaction at Marsalia Embroidery. Marsalia needs to improve consistency with its products as well as employee performance provided to consumers.

Implications for future research include suggestions for future research researchers interested in this area. Those who examine product quality, service quality, and consumer satisfaction are advised to explore different objects or subjects. Conducting research with varied objects or subjects will provide new insights into product quality, service quality, and consumer satisfaction. Future researchers may also choose to study the same object but introduce or replace other variables to identify additional factors that affect customer satisfaction beyond those used in this study.

5. CONCLUSION

According to the findings of the research, a survey was handed out to customers who buy lingerie at Marsalia Embroidery Malang City between the dates of May 1 and June 30, 2024. The study utilised a multiple regression analysis to evaluate the impact of product quality and service quality on customer satisfaction.

The outcomes of the tests reveal that in the first hypothesis (H1), product quality (X1) has a favourable effect on customer satisfaction (Y) at Marsalia Embroidery. Meanwhile, the second hypothesis (H2) indicates that service quality (X2) also plays a positive role in customer satisfaction (Y) at Marsalia Embroidery. Finally, the third hypothesis (H3) suggests that both product quality and service quality jointly contribute to customer satisfaction at Marsalia Embroidery.

Based on the results of the frequency distribution analysis presented in this study, several suggestions can be made for Marsalia Embroidery. Firstly, to enhance customer satisfaction, Marsalia Embroidery should increase the consistency of the products offered and implement stricter quality control measures. This will ensure that the products received by customers are free from defects and meet appropriate standards, leading to better reviews and recommendations to potential customers. Secondly, Marsalia Embroidery should focus on improving the reliability of its employees in providing services, ensuring that their service aligns with customer expectations. By enhancing the employees' service skills, customer satisfaction and appreciation will increase. Lastly, Marsalia Embroidery should focus on increasing awareness among new customers through social media marketing and participation in exhibitions. These efforts will make it easier for Marsalia Embroidery to attract potential customers, as exhibitions allow new consumers to experience the products firsthand.

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