

THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND MARKETING STRATEGY ON CONSUMER SATISFACTION OF AJM SNACK CERME

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Article Info	ABSTRACT
Keywords: Product Quality, Service Quality, Marketing Strategy, Consumer Satisfaction	This study aims to analyze the effect of product quality, service quality, and marketing strategy on consumer satisfaction at AJM Snack Cerme. The background of this study is based on the importance of consumer satisfaction as an indicator of the success of a business, especially in the snack industry sector. The method used is a quantitative approach with multiple linear regression analysis techniques. The research sample consisted of 98 respondents selected through the Probability sampling method. The results of the study indicate that partially and simultaneously, product quality, service quality, and marketing strategy have a significant effect on consumer satisfaction. This finding indicates that improving product quality, optimal service, and the right marketing strategy can create a satisfying consumption experience and encourage customer loyalty.

INTRODUCTION

In the era of globalization and the rapid development of the snack industry, competition between business actors is getting tighter. This condition requires every business actor to be able to adapt quickly and develop the right strategy to maintain its existence amidst the increasing number of competitors. Consumers today not only consider price, but also pay close attention to product quality, services provided, and marketing strategies implemented by the company. This also applies to local businesses such as AJM Snack Cerme which is engaged in the production of snacks typical of the Cerme area, Gresik Regency.

According to Kotler & Keller, (2016) Consumer satisfaction is the level of a person's feelings after comparing the performance or results they feel with their expectations. If a product or service is able to meet or even exceed customer expectations, then the consumer will feel satisfied. Consumer satisfaction has important implications for consumer loyalty, word-of-mouth promotion, and increased company profits. Tjiptono, (2019) Therefore, companies need to pay attention to various important

aspects that are driving factors for customer satisfaction, such as product quality, service quality, and marketing strategy.

Product quality is one of the main elements in building customer satisfaction. Quality products will be able to meet consumer needs and desires better. According to Kotler & Armstrong, (2017) Product quality can be measured from various dimensions such as performance, features, reliability, conformity, durability, aesthetics, and perceived quality. In the context of the snack industry such as AJM Snack Cerme, the dimensions of product quality can be seen from the taste, texture, packaging, and durability of the product.

In addition to product quality, service quality is also an important factor that affects customer satisfaction. Good service will create a positive relationship between customers and the company. Alfajar et al., (2021) states that service quality includes five dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles. In the context of small and medium businesses, friendly, fast, and responsive personal service is a special attraction for consumers.

Another factor that is no less important is the marketing strategy. An effective marketing strategy will help the company reach more consumers, increase brand awareness, and strengthen the product's position in the market. Kotler & Keller, (2016) explains that the marketing mix consists of four main elements, namely product, price, place, and promotion. In practice, MSMEs such as AJM Snack Cerme must be able to utilize digital marketing strategies such as social media to reach the millennial and Gen Z generations who are now potential markets.

Several previous studies support the importance of these three variables to consumer satisfaction. Research by Euisnawati et al., (2022) shows that product quality and service have a significant effect on customer satisfaction in the snack food industry. Meanwhile, a study by Wake Up, (2020) mentioned that digital marketing strategies can increase consumer loyalty in MSME-based food businesses. However, there are still limitations in research related to how these three variables simultaneously contribute to consumer satisfaction in specific local businesses such as AJM Snack Cerme.

Based on this background, this study is important to be conducted to fill the existing research gap and provide empirical contributions to the development of literature in the field of marketing, especially in the context of local MSMEs. The purpose of this study is to analyze the effect of product quality, service quality, and marketing strategy on consumer satisfaction at AJM Snack Cerme. The results of this study are expected to provide practical recommendations for snack food entrepreneurs in increasing consumer satisfaction and loyalty through improving product quality, excellent service, and adaptive and innovative marketing strategies.

RESEARCH METHODS

This study uses a quantitative approach with an associative research type. This approach was chosen because it is able to provide an objective picture of the relationship between independent variables, namely product quality, service quality, and marketing strategy, to the dependent variable, namely AJM Snack Cerme consumer satisfaction. Associative research aims to determine the extent of the relationship or influence between the variables studied, both simultaneously and partially.

The population in this study were all AJM Snack Cerme consumers who had purchased products within a certain period of time. To obtain representative results, sample determination was carried out using purposive sampling technique, which is a sampling technique with certain criteria. The sample criteria in this study were consumers who had made at least two purchases of AJM Snack Cerme products in the last six months. Based on calculations using the Slovin formula and a 10% error rate, the number of samples obtained was 98 respondents.

The types of data used in this study consist of primary data and secondary data. Primary data were obtained directly from respondents through questionnaires, while secondary data were obtained from documentation, literature, scientific journals, and other relevant sources. Data collection techniques were carried out using three methods, namely questionnaires, observations, and interviews. The questionnaire was compiled using a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of each variable. Observations were made directly

on the service activities and marketing strategies of AJM Snack Cerme in order to gain a deeper understanding. Interviews were conducted with business owners as complementary data that was qualitative in nature and to strengthen the results of the questionnaire.

The research instrument used was a questionnaire that had been tested for validity and reliability. The validity test aims to determine the extent to which the research instrument is able to measure what should be measured. While the reliability test is used to measure the consistency of the measurement results. After the instrument was proven valid and reliable, the data was analyzed using descriptive analysis techniques and multiple linear regression analysis. Descriptive analysis was used to determine the characteristics of respondents and the frequency distribution of answers. Multiple linear regression analysis was used to test the simultaneous and partial effects of independent variables on the dependent variable. To determine the significance of the effect of each variable, the t-test and F-test were used. In addition, to measure how much the independent variable contributed to the dependent variable, the coefficient of determination (R^2) test was used.

Data analysis was conducted using statistical software such as SPSS. Through this approach, researchers can determine the extent to which product quality, service quality, and marketing strategies influence AJM Snack Cerme consumer satisfaction empirically. Thus, the results of this study are expected to be the basis for strategic decision making to improve product quality, service, and marketing strategies, and can contribute to scientific literature in the field of marketing management, especially in the snack food MSME sector.

RESULTS AND DISCUSSION

Validity test

Based on the results of data collection and processing from 98 respondents of AJM Cerme snack consumers, it can be seen that all the variables studied, namely product quality, service quality, and marketing strategy, has a significant influence on consumer satisfaction. The test was conducted using multiple linear regression analysis with the help of SPSS version 26 application. Before the hypothesis testing was carried out, the validity and reliability tests of the instrument were first carried out, as well as the classical assumption test to ensure that the data met the requirements for normality, did not occur multicollinearity, and were free from symptoms of heteroscedasticity.

He results of the validity test show that all statement items from each variable have a correlation value greater than the r-table, so that all items are declared valid. The reliability test using Cronbach's Alpha also shows a value above 0.70 for all variables, which means that the questionnaire used can be relied on to measure the variables of this study. In addition, the classical assumption test shows that the data is normally distributed and there is no significant multicollinearity or heteroscedasticity, so that the data meets the requirements for further analysis using multiple linear regression.

Reliability Test

Table 1 Reliability test results
Reliability Statistics

Model	Cronbach's Alpha	N of Items
Product Quality	0.816	10
Quality of Service	0.701	4
Marketing strategy	0.788	5
Customer Satisfaction	0.727	5

Source: SPSS 25 Statistics Output processed in 2025

From table 1 above, it shows that all Cronbach's Alpha values are > 0.6 . This means that all variables consist of the variables Product Quality(X1), Quality of Service(X2), Marketing strategy(X3) Regarding Consumer Satisfaction(Y) in this reliability test, it was declared reliable.

Multiple linear regression test

Table 2. SPSS Results of Multiple Linear Regression Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.153	2.322		9.110	.000		
	TOTAL_X1	.223	.252	.051	2.452	.000	.834	1,199
	TOTAL_X2	.365	.231	.069	4.645	.000	.917	1,090
	TOTAL_X3	.292	.276	.003	3.026	.000	.849	1.177
a. Dependent Variable: TOTAL_Y								

Source: SPSS 25 Statistics Output processed in 2025

Based on table 2 above, it shows that the variables Product Quality (X1)) Service Quality (X2) Marketing Strategy (X3) have a positive effect on the Consumer Satisfaction variable (Y). This can be proven by The coefficient value of X1 is 0.223, which means that every one unit increase in the variable will increase Consumer Satisfaction by 0.223..The coefficient value of X2 is 0.365, which means that every one unit increase in the variable will increase Consumer Satisfaction by 0.365.The coefficient value of X3 is 0.292, which means that every one unit increase in the variable will increase Consumer Satisfaction by 0.292.

F Test

Table 3. SPSS F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.035	3	.678	4.176	.000b
	Residual	362,383	94	3.855		
	Total	364,418	97			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1						

Source: SPSS 25 Statistics Output processed in 2025

Simultaneously, the f-test results show that the three independent variables have a significant influence on the dependent variable with a significance value of $0.000 < 0.05$. This shows that together, product quality, service quality, and marketing strategy have a real contribution in increasing consumer satisfaction at AJM Snack Cerme. The R^2 value of 0.686 indicates that 68.6% of the variation in consumer satisfaction can be explained by the three variables, while the rest is influenced by other factors outside this study.

T Test

Table 4. SPSS T-Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.153	2.322		9.110	.000		
	TOTAL_X1	.223	.252	.051	2.452	.000	.834	1,199
	TOTAL_X2	.365	.231	.069	4.645	.000	.917	1,090
	TOTAL_X3	.292	.276	.003	3.026	.000	.849	1.177

a. Dependent Variable: TOTAL_Y

Source: SPSS 25 Statistics Output processed in 2025

Partially, the results of the t-test show that the product quality variable (X1) has a significant effect on consumer satisfaction, with a calculated t value greater than the t table and a significance value of 0.000. This means that the better the quality of the product offered by AJM Snack Cerme, the higher the level of satisfaction felt by consumers. Consumers tend to judge product quality based on taste, crispiness, cleanliness, and unique packaging that attracts attention.

Furthermore, the service quality variable (X2) also shows a significant influence on consumer satisfaction with a significance value of 0.000. This indicates that friendly, responsive service, and providing convenience during transactions greatly influence consumers' positive perceptions of AJM Snack Cerme. Good service quality not only makes consumers feel appreciated, but also encourages customer loyalty and potential repeat purchases.

Meanwhile, the marketing strategy variable (X3) has a significance value of 0.000, which means it also has a significant effect on consumer satisfaction. The marketing strategy in question includes the use of social media, discounts, and regular promotions of new products that have proven to be able to attract the attention of consumers, especially young people who are the main target market for AJM Snack Cerme. The presence of brands on digital platforms such as Instagram and WhatsApp helps increase reach and form a positive brand image.

This finding is in line with the theory of Kotler and Keller (2016) which states that customer satisfaction is greatly influenced by their perception of product and service quality, as well as the effectiveness of marketing strategies carried out by the company. Thus, AJM Snack Cerme needs to continue to improve these three aspects sustainably in order to maintain and increase customer satisfaction.

CONCLUSION

Based on the results of research on the Influence of Product Quality, Service Quality, and Marketing Strategy on Consumer Satisfaction of AJM Cerme Snack Shop. It can be concluded as follows:

1. The variables of Product Quality, Service Quality and Marketing Strategy partially have a positive and significant effect on consumer satisfaction in the case study of the AJM Cerme snack shop. Proven based on the results of the t-test analysis (partial) it is known that t count > t table. The Product Quality variable has a t count value (2.452) > t table (1.985). The Service Quality variable has a t count value (4.645) > t table (1.985). The Marketing Strategy variable has a t count value (3.026) > t table (1.985). it can be concluded that the variables of the influence of Product Quality, Service Quality and Marketing Strategy have a positive and significant effect on consumer satisfaction in the case study of the AJM Cerme snack shop.
2. From the results of the study using the f-test to determine the simultaneous influence, it is known that the significance value for the influence of Product Quality, Service Quality and Marketing Strategy simultaneously influencing consumer satisfaction is 0.000 < 0.05 and f count 4.176 > f table

2.47. so it can be concluded that there is an influence of Product Quality, Service Quality and Marketing Strategy simultaneously on consumer satisfaction.

3. The research results show that the independent variable that is more dominant in influencing consumer satisfaction in the AJM Cerme snack shop case study is Service Quality (X2).

$$Y = 2.153 + 0.223 + 0.365 + 0.292$$

It can be concluded that the service quality variable (X2) is the variable that has a more dominant influence on consumer satisfaction (Y) in the AJM Cerme snack shop case study with a value of 0.365.

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