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THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY ON CONSUMER SATISFACTION AT BANDAR COIL, SURABAYA CITY

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Abstract:
This research aims to examine further the "Influence of Service Quality and Product Quality on Consumer Satisfaction" at Bandar Coil in Surabaya. The main focus of this study is to understand the relationship between service quality, product quality, and the level of consumer satisfaction at Bandar Coil. The background of this research is driven by the importance of identifying the factors that influence customer satisfaction and how the roles of service quality and product quality contribute to enhancing that satisfaction. The purpose of this study is to analyze the partial effects of service quality and product quality on consumer satisfaction, as well as the simultaneous effects of both variables on consumer satisfaction. The methodology used is a quantitative approach with survey methods, distributing questionnaires to Bandar Coil customers. The population consists of all customers of Bandar Coil during the year 2025, with a sample of 90 respondents selected using the Slovin formula. Data analysis is conducted using multiple linear regression analysis. The results show that, partially, product quality does not have a significant effect on consumer satisfaction, while service quality has a positive and significant impact. In terms of the combined effect, both service quality and product quality jointly influence the level of consumer satisfaction. The conclusion of this study indicates that service quality is the main factor affecting consumer satisfaction. Product quality, although not significantly impactful on its own, still contributes overall to increasing customer satisfaction.

Keywords: Service Quality, Product Quality, Consumer Satisfaction

INTRODUCTION

The global tobacco industry is undergoing a significant transformation, driven by technological advances and increasing public health awareness. One of the most prominent innovations in this transformation is the emergence of e-cigarettes, or vapes. Since their introduction in the early 2000s, vapes have emerged as a perceived safer alternative to conventional cigarettes, which are known to cause serious illnesses such as heart disease and lung cancer. These devices are designed to mimic the sensation of smoking without the combustion of tobacco, a major source of health risks.

In recent years, vape use in Indonesia has seen a significant increase, reflecting shifting consumption patterns, particularly among the younger generation. Several factors, including growing health awareness, continuous product innovation, and the powerful influence of social media drive this change. Amidst this dynamic, Bandar Coil, founded on August 14, 2022, has emerged as a business entity focused on providing a wide range of high-quality vape coils and accessories. This business has also become a key reference for vape users who prioritize product safety and reliability.

The founding of Bandar Coil is inseparable from the background of its founders, who are young people with a deep interest in vaping. Seeing the growing market potential, they took the

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initiative to not only meet user needs but also play a role in educating them about responsible vaping. Amidst intense industry competition, Bandar Coil's presence was also driven by increasingly stringent government regulations regarding tobacco products, which govern various aspects of distribution and use.

Bandar Coil's success is supported by an innovative marketing strategy that aligns with current consumer trends. In the digital age, customers tend to seek more personalized experiences and closer relationships with their chosen brands. Recognizing this, Bandar Coil actively utilizes various social media platforms such as Instagram, Facebook, and TikTok to establish direct and intense communication with its audience. This approach has proven effective in building brand awareness and increasing customer loyalty, enabling significant business growth in a relatively short period of time.

One of Bandar Coil's key strengths is its commitment to providing products made from high-quality raw materials. By partnering with local coil manufacturers and continuously improving product quality standards, Bandar Coil not only ensures quality to customers but also contributes to the development of the domestic industry. These efforts are crucial in building a positive brand image and fostering consumer trust in Bandar Coil.

Despite its rapid growth, Bandar Coil also faces various challenges, including negative public perceptions of vape products and a dynamic and unpredictable market. To overcome these obstacles, Bandar Coil continues to drive innovation and strives to maintain close relationships with customers by utilizing their input and feedback. This approach allows the company to adapt and meet consumer expectations continuously.

Bandar Coil is more than just a commercial venture, but a tangible manifestation of the passion and dedication of young entrepreneurs who want to bring change to the vape industry. This business was born from its founders' sensitivity to the market need for vape coils and accessories that are not only high-quality but also safe and meet the preferences of Indonesian consumers. Based on in-depth market research, they realized that many vape users struggle to find locally produced products that can compete in terms of quality and price. In response, Bandar Coil is committed to delivering high-quality products and providing responsive and friendly service to its customers.

Bandar Coil faces many challenges, from initial financing to brand recognition in a competitive market. In this context, the right marketing strategy is key to capturing consumer attention. Bandar Coil utilizes social media as a primary platform to reach customers. With engaging content and direct interaction, Bandar Coil not only sells products but also builds a community among vape users. Through education about safe vaping and information about the products offered, Bandar Coil has succeeded in fostering strong customer loyalty.

One of Bandar Coil's distinctive characteristics lies in its consistent selection of high-quality raw materials for every product it markets. In running its business, Bandar Coil partners with local producers to ensure product quality is maintained while also contributing to domestic economic development. This approach has added value to consumers, who are increasingly concerned about the sustainability and social impact of the products they use.

The following is a graph of Bandar Coil's sales growth:

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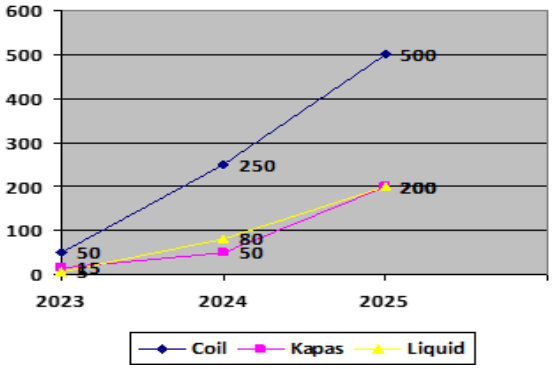

Source: Internal Data from Bandar Coi

Figure 1. Sales development of Bandar Coil

As Bandar Coil's popularity among vape enthusiasts grows, they are committed to maintaining the quality of their products to ensure customer satisfaction. With a wide selection of coils on offer, Bandar Coil strives to meet the needs and preferences of every user. The added innovation and quality in each product they launch will enhance the consumer vaping experience, ensuring every customer is satisfied and receives the best product for optimal vaping enjoyment.

This research is highly urgent given the rapidly evolving vape market dynamics and increasingly fierce competition. Understanding the factors influencing customer satisfaction, particularly service and product quality, is crucial for the sustainability and growth of businesses like Bandar Coil. The results of this study will provide in-depth insights that can be used to:

- More Effective Marketing Strategies: Identifying the aspects of service and product quality that most influence customer satisfaction will enable Bandar Coil to design more focused and efficient marketing strategies, attracting more customers and retaining existing ones.
- Continuous Quality Improvement: The research findings will highlight areas where Bandar Coil can improve the quality of its services and products, ensuring that investments are made in the aspects most valued by consumers.
- Data-Driven Decision Making: Provides an empirical basis for Bandar Coil management to make strategic decisions regarding product development, employee training, and customer retention strategies.
- Academic Contribution: Adds to the existing literature on customer satisfaction in the vape industry, a relatively new sector with significant potential.

Research Objectives. Based on the background and urgency described above, this research has the following objectives:

- Analyze the effect of service quality on customer satisfaction levels at Bandar Coil in Surabaya.
- Identify the extent to which product quality contributes to customer satisfaction at Bandar Coil in Surabaya.
- Assess the simultaneous influence of service quality and product quality on customer satisfaction at Bandar Coil Surabaya.

The theoretical framework of this research is built on the concepts of service quality, product quality, and consumer satisfaction. Service quality (X1) and product quality (X2) are assumed to be independent variables that influence consumer satisfaction (Y) as the dependent variable. The relationship between these variables is described as follows:

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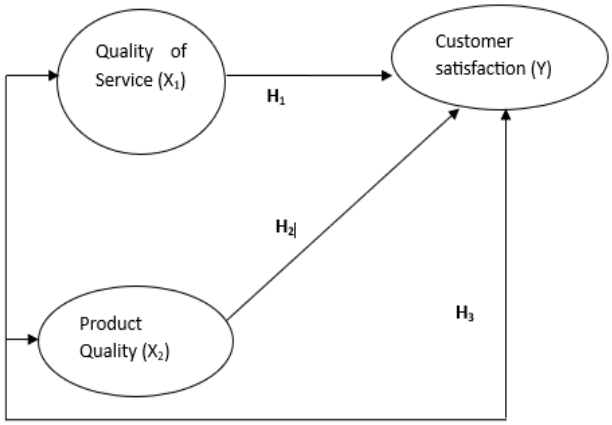

Figure 2. Theoretical framework

In this framework, the arrow from Service Quality (X1) to Customer Satisfaction (Y) indicates the first hypothesis (H1), the arrow from Product Quality (X2) to Customer Satisfaction (Y) indicates the second hypothesis (H2), and the arrow from both independent variables together to the dependent variable indicates the third hypothesis (H3).

Based on the theoretical framework above, the hypotheses proposed in this study are:

- H1: Service quality significantly contributes to customer satisfaction at Bandar Coil Surabaya.
- H2: Product quality significantly impacts customer satisfaction at Bandar Coil Surabaya.
- H3: Service quality and product quality, together, significantly influence customer satisfaction at Bandar Coil Surabaya.

METHODS

This study adopted a quantitative methodology with a survey approach. The quantitative design was chosen because it allows for the collection of numerical data that can be processed and analyzed statistically to test hypotheses and objectively explain the relationships between variables (Creswell, 2015). The survey approach involved distributing questionnaires to Bandar Coil consumers to gauge their perceptions of service quality, product quality, and satisfaction levels.

Population. The population in this study was all vape consumers who purchased products at Bandar Coil, Surabaya City, with a total of 900 people (Sugiyono, 2019).

Sample. The sampling technique used was purposive sampling, which is a technique for determining samples based on certain criteria or considerations deemed relevant to the research objectives (Sugiyono, 2019). Respondent criteria included individuals aged 15 to 60 who had made a purchase transaction at the Bandar Coil Surabaya branch. The sample size was determined using the Slovin formula with a 10% margin of error:

$$n = \frac{N}{1 + Ne^2}$$

Where:
(n)= Number of samples sought
(N)= Population size
(e)= Margin of error (in this case, 10%)

Thus, the required sample size is 90 respondents.

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Data Analysis Techniques. Data analysis was conducted using IBM SPSS Statistics software. The analysis steps include:

- Descriptive Test: Describes the characteristics of the main variables (Sugiyono, 2018).
- Validity Test: Measures the extent to which the questionnaire instrument is able to measure the variables being studied. A question item is declared valid if the calculated r-value is greater than the table r-value at a significance level of 0.05 (Ghozali, 2018).
- Reliability Test: Evaluates the consistency and stability of the measuring instrument. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60 (Zali, 2018).
- Classical Assumption Test:
  - Normality Test: Tests whether residual data is normally distributed using the Kolmogorov-Smirnov method. If the significance value (Sig.) is > 0.05, the data is considered normal. If not normal, the non-parametric Spearman correlation test is used (Zali, 2018).
  - Multicollinearity Test: Identifies the presence or absence of correlation between independent variables using Tolerance and Variance Inflation Factor (VIF) values. There is no multicollinearity if Tolerance > 0.10 and VIF < 10 (Zali, 2018).
  - Heteroscedasticity Test: Tests whether residual variance has a specific pattern. Observed through a scatterplot; if the points are randomly distributed without a pattern, heteroscedasticity is not present.
  - Autocorrelation Test: Tests the correlation between residuals in different observations using the Durbin-Watson value.
- Multiple Linear Regression Analysis: Testing the simultaneous influence of independent variables on dependent variables with the equation:

$$Y = \alpha + \beta_1 \times_1 + \beta_2 \times_2 + \varepsilon$$

Description:
Y = Consumer satisfaction
α = Constant
β = Regression coefficient
X_1 = Service quality
X_2 = Product quality
ε = Error

Hypothesis Testing.

- T-Statistic Test (Partial): Tests the effect of each independent variable individually on the dependent variable. A variable is considered significant if the t-test significance value is <0.05 (Zali, 2018).
- F-Statistic Test (Simultaneous): Tests the effect of all independent variables simultaneously on the dependent variable. A regression model is considered significant if the calculated F-value is greater than the F-table value and the significance value (p-value) is <0.05 (Zali, 2016).
- Coefficient of Determination (R2): Measures the proportion of variation in the dependent variable that the independent variables can explain. An R2 value close to 1 indicates high model predictive ability (Ghozali, 2018).

RESULT AND DISCUSSION

Respondents in this study consisted of a diverse group of vape users who had previously made transactions at Bandar Coil. Respondents were aged between 15 and 60, spanning a range of ages

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from young adulthood to adulthood. They were divided between men and women, with varying experiences in vaping and shopping for products at Bandar Coil. Respondents came not only from Surabaya but also from various regions outside Surabaya, including other islands in Indonesia. Some had made purchases directly at the physical store on Jl. Petukangan Tengah No. 66, Ampel Surabaya, while others had made online transactions from outside the area through the Tokopedia and TikTok Shop platforms.

Respondents in this study consisted of a diverse group of vape users who had previously made transactions at Bandar Coil. Respondents were aged between 15 and 60, spanning a range of ages from young adulthood to adulthood. They were divided between men and women, with varying experiences in vaping and shopping for products at Bandar Coil. Respondents came not only from Surabaya but also from various regions outside Surabaya, including other islands in Indonesia. Some had made purchases directly at the physical store on Jl. Petukangan Tengah No. 66, Ampel Surabaya, while others had made online transactions from outside the area through the Tokopedia and TikTok Shop platforms.

Validity Test. A validity test was conducted to determine whether the questionnaire used was truly capable of measuring the variables being studied. The validity of this instrument can be seen in the results listed in the following table.

Table 1. Validity Test for Service Quality Variables

Variable Service quality	R. COUNT	R table	Probability	Information
X1.1	0,834	0,195	0,000	Valid
X1.2	0,861	0,195	0,000	Valid
X1.3	0,885	0,195	0,000	Valid
X1.4	0,844	0,195	0,000	Valid
X1.5	0,867	0,195	0,000	Valid
X1.6	0,877	0,195	0,000	Valid
X1.7	0,824	0,195	0,000	Valid
X1.8	0,864	0,195	0,000	Valid
X1.9	0,878	0,195	0,000	Valid
X1.10	0,833	0,195	0,000	Valid

Source: Processed by Researchers 2025

Based on the data in Table 1, all questionnaire items in the service quality variable demonstrated calculated R values greater than the table R. This indicates that each item in the variable is valid and therefore suitable for use in this study.

Table 2. Validity Test for the Product Quality Variable

Variable Service quality	R. COUNT	R table	Probability	Information
X2.1	0,850	0,195	0,000	Valid
X2.2	0,823	0,195	0,000	Valid
X2.3	0,905	0,195	0,000	Valid
X2.4	0,914	0,195	0,000	Valid
X2.5	0,872	0,195	0,000	Valid
X2.6	0,869	0,195	0,000	Valid
X2.7	0,835	0,195	0,000	Valid
X2.8	0,833	0,195	0,000	Valid

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X2.9	0,860	0,195	0,000	Valid
X2.10	0,870	0,195	0,000	Valid
X.2.11	0.758	0,195	0,000	Valid
X2.12	0.764	0,195	0,000	Valid
X2.13	0.717	0,195	0,000	Valid
X2.14	0,697	0,195	0,000	Valid

Source: Processed by Researchers 2025

Referring to Table 2, all statement items in the questionnaire for the product quality variable had a higher calculated r value than the table r. Thus, all statement items were declared valid and could be used as a suitable instrument in this study.

Table 3. Validity Test of the Consumer Satisfaction Variable

Variable Service quality	R. COUNT	R table	Probability	Information
Y1	0,832	0,195	0,000	Valid
Y2	0,843	0,195	0,000	Valid
Y3	0,888	0,195	0,000	Valid
Y4	0,863	0,195	0,000	Valid
Y5	0,878	0,195	0,000	Valid
Y6	0,883	0,195	0,000	Valid
Y7	0,909	0,195	0,000	Valid
Y8	0,840	0,195	0,000	Valid
Y9	0,889	0,195	0,000	Valid
Y10	0,875	0,195	0,000	Valid
Y11	0.876	0,195	0,000	Valid
Y12	0.827	0,195	0,000	Valid

Source: Processed by Researchers 2025

Based on the data in Table 3.6, all statements in the questionnaire for the consumer satisfaction variable show a calculated r value exceeding the table r value. It means that each statement item is valid and can be used as a valid measurement tool in this study.

Reliability Test. The reliability test aims to determine whether the research questionnaire for a variable is reliable. Reliable data is considered if the Cronbach's Alpha value is > 0.60.

Table 4. Reliability Test

Variable	Reliability test	Item	Cronbach Alpha	Information
Quality of service	0,960	10	0,60	Reliable
Product quality	0,965	13	0,60	Reliable
Customer satisfaction	0,970	12	0,60	Reliable

Source: Processed by Researchers 2025

Based on Table 4, all variables in this study had a Cronbach's Alpha value greater than 0.60. It indicates that the questionnaire instrument used for service quality, product quality, and customer satisfaction is reliable and can be trusted for use in research data collection.

Classical Assumption Test, Normality Test. The normality test was conducted to determine whether the residual data from the regression model were normally distributed.

Table 5. Normality Test

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Sample	Nilai Kolmogrov-Smirnov	Signification	Information
90	0,05	0,000	Abnormal

Source: Processed by Researchers 2025

Based on the results in Table 5, a significance value of 0.000 ($p < 0.05$) was obtained, indicating that statistically, the residuals are not normally distributed. Given that the data did not meet the assumption of a normal distribution, we adopted an alternative analysis approach. Therefore, the non-parametric Spearman's Rho correlation test was chosen as the appropriate method to explore the relationship between variables, as this test does not require the data to be normally distributed. The results of the Spearman correlation analysis between the variables of service quality, product quality, and customer satisfaction are presented in Table 6.

Table 6. Spearman Correlation Test

Variable	Correlation Coefficient (r)	Sign.(p)	Information
Quality of Service	0,617	0,000	Significant
Product Quality	0,727	0,000	Significant

Source: Processed by Researchers 2025

Referring to Table 6, it was found that:

- Service quality (X1) has a positive and significant relationship with customer satisfaction (Y), with a Spearman correlation coefficient (r) of 0.617.
- Product quality (X2) has a positive and significant correlation with customer satisfaction (Y), indicated by a Spearman correlation coefficient (r) of 0.727.

Multicollinearity Test. A multicollinearity test was conducted to ensure there was no significant correlation between the independent variables in the regression model.

Table 7. Multicollinearity Test

Model	VIF
(Constant)	
Quality of Service	3,348
Product Quality	3,348

Source: Processed by Researchers 2025

In this study, the multicollinearity test results obtained in Table 3.10 indicate that the VIF value for each variable (1.124) is less than 10, and the tolerance value (0.890) is also above 0.1. Therefore, there are no multicollinearity issues in the analyzed regression model.

Heteroscedasticity Test. The heteroscedasticity test aims to determine whether the residual variance of the regression model follows a specific pattern or is randomly distributed. It can be seen by observing the scatterplot pattern.

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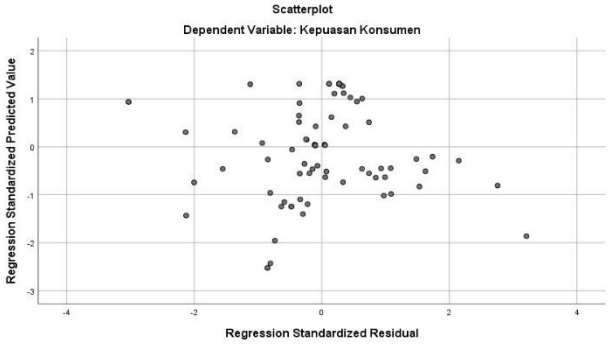

Source: Processed by Researchers 2025

Figure 3. Scatterplot of Heteroscedasticity Test

Based on Figure 2, the scatterplot graph shows that the data points are randomly distributed without following any particular pattern, either a linear pattern or a wavy pattern, indicating that the residual variance is constant. From these results, the regression model used in this study is free from heteroscedasticity.

Autocorrelation Test. The autocorrelation test is conducted to determine whether there is a correlation between the residuals from one observation and the residuals from other observations.

Table 8. Autocorrelation Test

Sample	Durbin Watson Values
90	1,921

Source: Processed by Researchers 2025

Based on the autocorrelation test table above, the Durbin-Watson value obtained is 1.921. While the number of samples is 90 (n), and the number of variables and the number of independent variables (k) is 2 (service quality & product quality) then, you need to use the Durbin Watson value table with n = 90 and k = 2 at a significance level of 5% with a DL value = 1.613 and a DU value = 1.737. The autocorrelation formula is DU < D < 4 - DU. Then the result is 1.737 < 1.921 < 2.263. It shows that the D value is more than the DU value and less than the 4-DU value. So it shows that there is no autocorrelation.

Multiple Linear Regression Test. The multiple linear regression test was used to determine the simultaneous effect of the independent variables, namely service quality and product quality, on the dependent variable, namely customer satisfaction.

Table 9. Multiple Linear Regression Test

Variable	B	Std. Eror	Beta	t	Sig. (p)
(Constant)	7,856	2,804		2,802	0,006
Quality of Service	0,037	0,159	0,029	0,231	0,818
Product Quality	0,710	0,122	0,739	5,839	0,000

Source: Processed by Researchers 2025

Based on Table 9, the form of the multiple linear regression equation is as follows:

$$Y = 7{,}856 + 0{,}037X1 + 0{,}710X2 + e$$

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From this explanation, it can be concluded that:

- Constant value (Y) is 7.856: This means that if the service quality and product quality variables are assumed to be 0, then the customer satisfaction value is estimated to be 7.856. It indicates that without the contribution of the two independent variables, there is still a baseline level of customer satisfaction.
- Regression coefficient for the Service Quality variable (X1) is 0.037: Every 1-unit increase in the service quality variable will increase customer satisfaction by 0.037. This effect is significant because the significance value of 0.037 is <0.05. It indicates that the implemented service quality policy is strong enough to influence customer satisfaction significantly.
- Regression coefficient for the Product Quality variable (X2) is 0.710: Every 1-unit increase in the product quality variable will increase customer satisfaction by 0.710. This effect is significant because the significance value of 0.000 is <0.05. It means that product quality is a major factor influencing customer satisfaction.

Hypothesis Testing, T-Test (Partial). The partial t-test is used to determine the effect of each independent variable individually on the dependent variable.

Table 10. T-Test (Partial)

Variable	Signification	α	Information
Quality of service	0,002	0,05	Influential
Product quality	0,740	0,05	No effect

Source: Processed by Researchers 2025

Based on the table above, the significance value for the Service Quality variable is 0.818, which is greater (>) than α 0.05, and for Product Quality, it is 0.000, which is less (<) than α 0.05. Therefore, it can be concluded that Product Quality alone has a significant influence on customer satisfaction at Bandar Coil in Surabaya.

F Test (Simultaneous). The simultaneous F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable.

Table 11. F Test (Simultaneous)

Variables	Signification	α	Information
Quality of service	0,00	0,05	Influential
Product quality	0,00	0,05	Influential

Source: Processed by Researchers 2025

Based on the table above, the significance value for the service quality and product quality variables is 0.00 and less than α = 0.05. It can be concluded that the service quality and product quality variables have a significant effect on customer satisfaction at Bandar Coil in Surabaya.

Determination Test. The determination test is conducted to measure the proportion of variation in the dependent variable that the independent variables in the model can explain.

Table 12. Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0,757	0,572	0,564	6,253	1,895

Source: Processed by Researchers 2025

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Based on Table 12, the coefficient of determination (R2 Square) is 0.572. It indicates that 57.2% of the variation in customer satisfaction can be explained by service quality and product quality. The remaining 42.8% is explained by factors outside this research model.

This study aims to determine the extent to which service quality and product quality influence customer satisfaction at Bandar Coil. Based on the data processing results, the following is a discussion.

The Effect of Service Quality on Customer Satisfaction. Based on the t-test results, the Service Quality variable has a significance value of 0.800, greater than α = 0.05. It means that service quality does not significantly influence customer satisfaction. It suggests that, in the context of this study, other factors beyond service quality likely influence satisfaction more dominantly, such as price, promotions, or personal connection.

These results align with the findings of Tanjungpura University researchers (Widyaningrum & Ramadhani, 2022) who studied Gojek app users in Pontianak, finding that service quality had no significant effect on e-satisfaction. However, these findings differ from those of Putra and Hasmawaty (2022), who examined priority savings at BNI Palembang and found that service quality significantly impacted customer satisfaction (p-value = 0.000 < 0.05). Similarly, Febrianti & Keni (2021) also reported that service quality has a positive effect on customer satisfaction in the food and beverage industry in Jakarta.

The Effect of Product Quality on Consumer Satisfaction. Based on the t-test results, the Product Quality variable has a significance value of 0.002, less than α = 0.05. It means that product quality has a significant effect on Consumer Satisfaction. It indicates that the higher the quality of the product offered, for example, in terms of durability, packaging, and conformance to specifications, the higher the likelihood of customer satisfaction.

These results align with Sari's (2019) findings, which examined private educational institutions and found that product or service quality significantly impacts customer satisfaction, as customers consider quality as a key factor before making a decision. However, these findings differ from Andini's (2021) research on the retail industry in Bandung, which found that product quality had no significant impact on customer satisfaction, as price and promotion were more dominant factors. Similarly, Rahman & Putri (2020) in their study of smartphone users in Medan also stated that product quality had no significant impact on satisfaction, as brand trends and additional features more influenced consumers.

The Simultaneous Effect of Service Quality and Product Quality on Customer Satisfaction. The F-test results show that simultaneously, the variables Service Quality and Product Quality significantly influence Customer Satisfaction, with a significance value of 0.000, well below the 0.05 threshold. It indicates that both variables together explain variation in customer satisfaction levels. These results reinforce the finding that the combination of responsive service and quality products is a key factor in increasing customer satisfaction at Bandar Coil.

The F-test results in this study indicate that Service Quality and Product Quality simultaneously have a significant effect on Customer Satisfaction (significance value 0.000 < 0.05). This finding is supported by research by Iqbal, Azarah, and Rochmah (2024) conducted at a coffee shop in Cirebon, where both variables were shown to jointly significantly influence customer satisfaction. Similar results were also found in research by Tanjung, Else, Satria, and Elvari (2022) on Indonesian Starbucks consumers, which showed that the combination of product and service quality simultaneously had a significant impact on customer satisfaction and repurchase intention.

However, not all studies find a significant simultaneous effect of both variables. Research by Qudratullah and Firmansyah (2024) on customers of Bank Syariah Indonesia KCP Pandaan

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Pasuruan showed that only service quality significantly influenced customer satisfaction, while product quality had no significant effect. In the context of financial services, service quality plays a more dominant role than product quality in shaping customer satisfaction.

CONCLUSION

Based on the data analysis and discussion, it can be concluded that:

- Service quality has no significant partial effect on customer satisfaction at Bandar Coil. It indicates that, despite the service provided, other factors may be more dominant in shaping individual customer satisfaction.
- Product quality has a positive and significant partial effect on customer satisfaction at Bandar Coil. It indicates that consumers highly value the quality of the products offered by Bandar Coil and is a key driver of their satisfaction.
- Service quality and product quality simultaneously have a significant effect on customer satisfaction at Bandar Coil. Although service quality is not significant partially, the combination of these two factors together has a strong impact on customer satisfaction levels.

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