

**Effect of Product Quality and Service Quality  
Customer Satisfaction of Yoghurt Milk Products**  
(A Case of Students of SMK Negeri I Pacet, Pacet District, Cianjur Regency,  
West Java)

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### ABSTRACT

The purpose of this study was to determine the effect of product quality and service quality on customer satisfaction of yogurt milk products. The unit of analysis is the students of Pacet 1 State Vocational School, Pacet District, Cianjur Regency. Respondent identification technique was carried out by simple random sampling and 115 respondents were identified. The analysis technique used is path analysis. With the results obtained Product Quality Performance which includes dimensions: product aesthetics; Product benefits (yogurt milk); Durability and price suitability reach good criteria in Cianjur City at 81.40%. Diversity of service quality, including dimensions / attributes of direct evidence and reliability; responsive; and Yoghurt Milk Guarantee in Cianjur City reached 79.33% good criterion. Customer satisfaction, which includes the following dimensions: product quality; price factor; The cost factor and the availability of yogurt milk in Cianjur City reached a good criterion of 77.44%. There is a positive relationship between product quality and service quality of yogurt milk as indicated by the correlation coefficient  $r = 0.937$ . That is, the better the quality of market products applied, the better the quality level. Product quality and service quality clearly have a positive effect on yogurt milk customer satisfaction. The proportion of the influence of product quality is 48.72%, which is greater than the effect of service quality, which is 31.24%. The remaining 20.04% is influenced by other factors.

**Keywords** : Quality, Service, Satisfaction.

### INTRODUCTION

increasing. Milk consumption per person increased year on year from 5.79 kg/person in 2001 to 6.8 kg/person in 2005. The increase in milk consumption was not matched by an increase in national milk production. . According to the Director General of Animal Husbandry and Animal Health (2016), milk consumption in Indonesia continued to increase for six years, increasing from 883,758 tons in 2001 to 1,758,243 tons in 2007, an increase of 98.9 percent. One of the regions with an ideal climate, natural environment, and potential for the development of the dairy farming industry is Cianjur Regency. The term "small farm" refers to farms operated by farmers in rural areas with modest herds, often less than five head. The lion's share of milk production is small-scale dairy production, most of which is done exclusively as a side business. Cianjur district is one of the seven largest cities or administrative regions in West Java with growing dairy milk production. There are signs that the trend will continue to increase. (Handaya, W., et al. 2023).

In Indonesia, yogurt is a very popular fermented milk. Many people love the sweet, tangy and refreshing taste of yogurt. Lactic acid produced by lactic acid bacteria gives yogurt its sour taste. Yogurt comes in many flavors and varieties and can be made at home or in large companies. Yoghurt is usually sold in glass or plastic bottles. (Sonjaya, U., et al. (2023).

(Fadholi, M., et al. 2023). The production of yoghurt milk is still relatively high. Due to internal and external conditions, the yoghurt milk products produced by Cianjur have not been able to meet market demand. Internal factors are:

1. The amount of capital required.
2. The use of technology is still simple and not maximized.
3. Lack of experts.

External factors include a lack of market information and a rapidly changing climate.

(Elviyenny, M., et al. 2024). The yoghurt milk processing business in Cianjur, one of which is produced by SMK Negeri I Pacet, Cianjur Regency, is able to create jobs for the local community and create income for business owners and their workforce. This is a potential and opportunity that is large

enough to be used as a business. Some comparative advantages of yoghurt milk processing businesses when compared to other agribusinesses are:

- Waste from yoghurt milk processing business can still provide value
- added to be processed into animal feed mixtures.
- Due to its relatively high protein content, yogurt dairy products have the ability to increase food intake.
- The yoghurt milk processing business can be used as an agribusiness in the process of requiring technology and can become an agro-industry because post-harvest it can be processed into various food products.

The yoghurt milk industry of SMK Negeri I Pacet, Cianjur Regency is still a small household industry that is still in its infancy. The production and marketing management applied is still simple, characterized by capital and a relatively small business scale. In the production process of the yoghurt milk processing business, faced with product quality problems. This will certainly have an impact and implications for sales to meet consumer and customer demand.

Producing high-quality goods is very important, and needs to be done consistently all the time. This is because it will have an impact on lasting customer satisfaction. Factors including product quality, advertising, price, purchase intention, and service all contribute to customer happiness (Firdaus, 2019). In addition to making yogurt milk, SMK I Pacet also sells it there. Every day, sales services are provided to the general public and students. To boost sales, the quality of sales services is provided to be as effective as possible and attract consumers. The standard of services provided is continuously improved to ensure consumer satisfaction. As a result, it is very important to consider the quality of service for businesses.

Since satisfied consumers tend to remain loyal, customer satisfaction is also important for building brand loyalty. If the customer views the transaction experience favorably, satisfaction will result. Customer delight is generated through effective customer relationship management. As a result, happy customers stay with the business and recommend its goods to others (Kotler, Marketing Management Millennium Edition, 2009). This opportunity is utilized by many business people, especially yogurt milk drink makers. This product is enough to satisfy the tastes of SMK N I Pacet students. in addition to the general public. Product attributes include taste, aroma, color, and available packaging. Yogurt milk products are not without competitors; there are several other producers of comparable goods.

Marketing activities are not only aimed at how to make yogurt milk sales continue to increase in the midst of increasingly fierce competition. Business actors (SMK Negeri I Pacet) must try in various ways to maintain and even grow consumers, especially as customers. In particular, the increasingly fierce business competition situation has led to a paradigm shift in marketing. Marketing is any activity aimed at facilitating the efficient distribution of goods or services from producers to consumers (Djaslim, 2006; Kotler, et al, 2018). Then a strategic business concept is developed that can guarantee lasting satisfaction. On the other hand, entrepreneurs want their products to be marketed smoothly and profitably. Therefore, the company wants the customers created un to last forever.

Customer satisfaction has a causal relationship with whether the marketing strategy carried out by business actors is good or not. Consumer satisfaction can occur with the product; brand or service provided by business actors. The implementation of marketing strategies outlined in the policies of companies or business actors must touch on all aspects, including: product, price, place and promotion so that customer satisfaction is realized.

Customer satisfaction is very profitable for the company. Customer preferences can be developed through marketing strategies. In the long term, customer loyalty is the goal of strategic marketing planning and at the same time the basis for developing sustainable benefits. various benefits that can be realized with marketing support (Nurmayanti & Alfansi, 2014). Regarding service quality, (Rosita, Ighatius, & Ari, 2019) found that cultural, social, personal and psychological variables have a positive and significant effect on consumer behavior when making purchasing decisions, which in turn affects customer satisfaction and loyalty. service quality and customer satisfaction affect customer satisfaction and loyalty variables. Service quality itself depends on product quality and affects customer satisfaction (Astuti, 2015). There is a relationship between the variables of product quality, service quality and customer satisfaction. Based on the description above, it is interesting to conduct research with the title "The Effect of Product Quality and Service Quality on Yogurt Milk Consumer Satisfaction Among Pacet 1 Students".

## MATERIALS AND METHODS

The research technique used is the survey method, which aims to make a systematic, factual and accurate description or description of the phenomena being investigated (Sugiyono, 2010). This study examines the effect of product quality and service quality on customer satisfaction which is the object of research. The research subject or unit of analysis is SMKN I Pacet students as customers of yogurt milk drinks produced by SMKN I Pacet in Cianjur Regency.

### Variable Operationalization

The purpose of efficiency modification is to narrow and clarify the discussion so as not to become too broad. Referring to the framework stated earlier, this study examines three main variables, namely product quality (variable X1), service quality (variable X2), and customer satisfaction (variable X). For more information, see the activity table as follows:

Table 1. Operational Research Variables

Variables	Dinemi	Indicator	Size	Criteria	Ordina Scale
Product Quality (X1)	Rass	scent	Is a combination of sweet das sour flavor - yoghurt measured menune perception of polanggan	Very good Good Fair Less Not good	5 4 3 2 1
			Is a distinctive aroma - duku yogurt meaunts customer perception	Very good Good Fair Less Not good	5 4 3 2 1
	Product aesthetics wares (Xg)	packaging	Additis warsa khan - yogurt diskun monute periopal customer	Sangal baik Balk Cukup Kurang Tidak Baik	5 4 3 2 1
			Is packaging - yoghurt menuna customer perception	Sangal baik Balk Cukup Kurang Tidak Baik	5 4 3 2 1
	Product Manfast (Xg)	Keschatan	Manfast of yoghurt milk for health measured by respondents' perceptions	Very good Good Fair Less Not Good	5 4 3 2 1
				Practicality	Practicality of susa yoghurt unto dibas -bawa dikus menune percepts respondent
		gays hideup	Manfust - yoghurt hagi lifestyle dikar mound percept respondents	Sangal bank Bak Cakap Kurang Tidak Baik	5 4 3 2 1
	Endurance (Xa)	tampa also cooler	Durability - yoghurt without refrigeration is subject to respondents' perception.	Sangal bank Bank Sufficient Less Not Balk	5 4 3 2
		with also cooling	The durability of yoghurt with cooling devices is measured according to the perception of respondents	Sangal bank Balk Sufficient 1 Less Tidal Ball	5 4 3 2
		kodaluwansan	Susa yoghurt durability menune expired district menune perseps respondent	Sangal bank Balk Sufficient Less Tidal Ball	5 4 3 2 .
price with manfast		Kosemain price dhandingkas manfast - yoghurt diker menural periops respondent		4 3 2 1	
Price suitability (X)	price with prestige	price versus lifestyle - yogurt measured mensure respondent perception	Sangal bank Balk Moderately Less Not Balk	1 4 1 2 1	
			price by appointment	price - yoghurt compared to what was promised was categorized as respondent perception	Sangal bank Balk Fair Less Not Good
	Physical facilities	Facility faik tempal sales of yogurt milk	Sangal baik Balk Cukup Kurang Tidak Bail	\$ 4 3 2	
Quality Laying (Xs)	Evidence	Presenters' performance	The appearance of the server/servant who serves the customer	Sangal baik Balk Cukup Kurang Tidak Baik	, 4 3 2
	Languing (2n)	Familiarity	Cleanliness of the place and the dash of the waiter/servant serving the customer	Sangal bank Balk Fair Less Not Good	, 4 3 2

	Comfort	Convenience of the vending place - yoghurt	Sangal bank Balk Fair Less Not Good	5 4 3 2
	Accuracy of presentation	Accuracy of officers performing services	Very good Balk Fair Less Not Good	5 4 3 2 1
Kchundalan (Xg)	Speed of presentation	The speed with which the officer performs the service	Sangal bank Balk Fair Less Not Good	5 4 3 2 1
	Serving difficulty	Kownson officers perform services	Sangal bank Balk Fair Less Not Bail	5 4 3 2 1
	The alertness of theahan	Responsiveness to customer complaints	Sangal bank Balk Enough <b>Less</b> <b>Not good</b>	5 4 3 2 1
	How to respond	How to respond/absorb customer complaints	Sangal bank Balk Fair Less Not Bail	5 4 3 2
<b>Responsiveness (X<sub>1</sub>)</b>	Solution to complaints	Solutions provided in response to complaints	Sangal bank Balk Fair Less Not Bail	5 4 3 2
	Safety of presentation/service	Security of presentation/service to customers	Sangal bank Balk Fair Less Not Bail	5 4 3 2
<b>Guarantee (X<sub>2</sub>)</b>	Employee satisfaction	Satisfaction with service staff	Sangal bank Balk Fair Less Not Bail	5 4 3 2
	Taste	Customer satisfaction with the taste of yoghurt milk	Sangal bank Balk Fair Less Not Bail	5 4 3 2
	Aroma	Customer satisfaction with the aroma of yoghurt milk	Sangal bank Balk Fair Less Not Bail	5 4 3 2
<b>Product Quality (Physical) (Y<sub>1</sub>)</b>	Color	Customer satisfaction with the color of yoghurt milk	Sangal bank Balk Fair Less Not Bail	5 4 3 2
	Packaging	Customer satisfaction with yoghurt milk packaging	Sangal bank Balk Fair Less Not Bail	5 4 3 2
	Price and benefits	Customer satisfaction with the price of yoghurt milk	Sangal bank Balk Fair Less Not Bail	5 4 3 2
	competitor	Satisfaction with yoghurt milk when compared with pesing price	Very good both Simply Less	5 4 3 2
<b>Price Factor (Y<sub>3</sub>)</b>	Price to expectation	Customer satisfaction with the expected price of yoghurt milk	Not good Very good both Simply Less	1 5 4 3 2
	Cost with benefits	Customer satisfaction with the costs sacrificed to obtain benefits	Not good Very good both Simply Less	1 5 4 3 2
<b>Cost factor (Y<sub>2</sub>)</b>	Cost with access	Customer satisfaction with the cost of obtaining yoghurt milk	Not good Very good both Simply Less	1 5 4 3 2
	Cost with expectation	Customer satisfaction with costs in accordance with expected costs	Not good Very good both Simply	1 5 4 3

			Less	2
<b>Convenience (y2)</b>	To the point of sale	Ease of getting to the point of sale	Not good	1
			Very good	5
			both	4
			Simply	3
			Less	2
	Obtaining for yoghurt milk	Makes it easy to obtain yogurt milk	Not good	1
			Very good	5
			both	4
			Simply	3
			Less	2
	Obtaining information about yogurt milk and others	Ease of obtaining information - information related to yoghurt milk products	Not good	1
			Very good	5
			both	4
			Simply	3
			Less	2
			Not good	1

### Sampling Method

Based on the results of preliminary studies, the population of yogurt milk drink customers at SMKN I Pacet, Cianjur Regency per month is around 435 people. If the maximum number is calculated, the service therefore the target population in this study is around 435 units.

The sampling method used in this study is purposive sampling based on certain characteristics that are believed to be related to previously known population characteristics. The samples taken were students of SMK N I Pacet who had become customers of Yogurt Milk Drink. The research sample size was determined using the Slovin formula, considering that it is possible to obtain a representative sample size and meet the requirements of inferential statistical analysis. Calculate the sample size using the Slovin formula as follows:

$$N = \frac{N_0}{1 + N_0 d^2} = \frac{435}{1 + 435 (0.05)^2} = 115$$

$$n = \frac{N}{1 + \frac{N-1}{N} d^2} = \frac{115}{1 + \frac{115-1}{115} (0.05)^2} = 115$$

Description:

n = sample size

N = population size, 435 people

d = precision / accuracy = 0.05

Based on this formulation, the sample size above was obtained 115 respondents.

### Data Analysis and Hypothesis Testing

The analysis used in this study is descriptive and for hypothetical test path analysis, with the data obtained having an ordinal measurement scale, while to fulfill the purpose of the analysis there is data with a minimum measurement scale of interval measurement scale. Therefore, the "Method Consecutive Interval" (MSI) method is used to transform the data.

### Place and Time of Research

This research was conducted at the yogurt milk sales center of SMKN I Pacet, Cianjur Regency. The implementation time of this research is approximately 3 (three) months, starting from December 2022 to March 2023.

## RESULTS AND DISCUSSION (Arial 10)

### Respondent Characteristics

#### 1. Age of Respondent

The yoghurt milk produced by SMK N 1 Pacet is generally liked by its students. There is a tendency that the age of students who like it the most is that most of them are younger, namely 17 years or less. Students aged 18 years liked the product as much as 31.30% while those aged 19 years or more liked yoghurt milk products 20.87%. The following is presented in table 2.

Table 2: Age of Respondents Who Like Milk Yoghurt

No.	Age of respondent	Number (people)	%
1	17 years or less	55	47,83

2	18 years old	36	31,30
3	19 years or older	24	20,87
<b>Total</b>		<b>115</b>	<b>100,00</b>

## 2. Gender

The yoghurt milk produced by SMK N 1 Pacet was generally liked by both male and female students. There is a tendency for female students to prefer yoghurt milk. Female students who liked yoghurt milk reached 66.09%, while male students were 33.01%. The following is presented in table 3.

Table 3. Gender of Respondents who Liked Milk

No.	Gender	Number (people)	%
1	Female	76	66,09
2	Male	39	33,91
total		115	100,00

## 3. Purchase Frequency

The frequency of student purchases of SMK N 1 Pacet products is quite good. Most students buy yoghurt milk products 3 to 5 times per week with the number of purchases of one unit reaching 40.87%. This indicates that yoghurt milk has become a daily drink for students. The complete frequency of purchasing yoghurt milk for the following students is presented in table 4.

Table 4. Frequency of Yoghurt Milk Purchase

No.	Frequency of yoghurt milk purchase	Number (people)	%
1	2 times per week or less	33	28,70
2	3-5 times per week	47	40,87
3	More than 5 times per week	35	30,43
Total		115	100,00

## Product Quality Demonstration (X1)

### 1. Product Quality: Product Aesthetics Dimension (X11)

Product aesthetics intended in this study is a set of attributes of customer preferences for yoghurt milk products that are perceived by customers (consumers) with indicators, namely: Taste (level of combination of sweetness and sourness), aroma, color and packaging of yoghurt milk. Based on the results of interviews in the field, the results of the achievement analysis obtained 80.52% Good criteria. The following is presented in table 5

Table 5. Product Quality Achievement Level: Product Aesthetics (X11)

No.	Efficiency	Notation	5	4	3	2	1	Achievement Score	Expected Score	Achievement Level
1	Taste	X11	13	99	3	0	0	470	575	81,47
2	Aroma	X12	14	71	30	0	0	444	575	77,22
3	Color	X13	61	8	46	0	0	475	575	82,61
4	Packaging	X14	50	62	3	0	0	507	575	88,17
Total		X11	138	178	79	0	0	1389	1725	80,52 Criteria = Good

## 2. Product Quality: Product Benefits dimension (X12)

The product benefits cited in this study include the benefits of yogurt milk products perceived by customers with indicators, namely: physical health (including fitness); Practicality and lifestyle. Based on the results of field interviews, the results of the performance analysis were 77.54% with the criteria "Good". The following is presented in Table 6.

Table 6. Product Quality Achievement Level: Product Benefits Dimension (X12)

No.	Indicator	Notatio n	Frequency					Achieve ment Score	Expecte d Score	Achieve ment Level
			5	4	3	2	1			
1	Health	X11	1	68	46	0	0	415	575	72,17
2	Practicality	X12	51	19	45	0	0	466	575	81,04
3	Lifestyle	X13	61	24	30	0	0	491	575	85,39
Total		X12	113	111	121	0	0	1372	1725	7954

Criteria = Good

## 3. Product Quality: Product Durability dimension (X13)

The durability of the product intended in this study is if the yoghurt milk is stored without using a cooling device but is suitable for drinking; stored with a cooling device; as well as the expiration date. Based on the results of interviews in the field, the results of the achievement of the durability of yoghurt milk products are 82.78% very good criteria. The following is presented in table 7.

Table 7. Product Quality Achievement Level: Product Durability Dimension (X13)

No.	Indicator	Notatio n	Frequency					Achieve ment Score	Expecte d Score	Achieve ment Level
			5	4	3	2	1			
1	Cooling Equipment Power	X11	13	72	30	0	0	443	575	77,61
2	With Cooling Device	X12	47	66	2	0	0	505	575	87,83
3	Expiration	X13	50	35	30	0	0	480	575	82,78
Total		X13	110	173	62	0	0	1428	1725	82,78

Criteria = Very Good

## 4. Product Quality: Price Appropriateness dimension (X14)

Product quality The measures of price appropriateness mentioned in this study are: value for money compared to product benefits; price appropriateness compared to its valuation; and price is what is promised. Based on the results of industry interviews, the results of the price suitability achievement analysis were found to be 80.52% good. The following is presented in Table 8.

Table 8. Product Quality Achievement Level: Price Appropriateness Dimension (X14)

No.	Indicator	Notatio n	Frequency					Achieve ment Score	Expecte d Score	Achieve ment Level
			5	4	3	2	1			
1	Price With Benefits	X11	1	111	3	0	0	458	575	79,65
2	Price With Prestige	X12	57	53	5	0	0	512	575	89,04
3	Price By Appointment	X13	1	72	42	0	0	419	575	72,87

Total	X14	59	236	50	0	0	1389	1725	8052
Criteria = Very Good									

### 1. Product Quality Achievement Level (X1)

Product quality consisting of the four dimensions based on the results of the analysis obtained an achievement level of **80.95%** good criteria. The complete Product Quality Achievement Level is listed in Table 9 below. The level of product durability shows the highest and lowest product profitability.

Table 9. Achievement Level of Product Quality (X1)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Product Aesthetics	X11	138	178	79	0	0	1389	1725	80,52
2	Product Benefits	X12	113	111	121	0	0	1372	5751725	79,54
3	Product Durability	X11	110	173	62	0	0	1428	5751725	82,78
4	Price Appropriateness	X 14	59	236	50	0	0	1389	1725	80,52
Total		X1	420	462	262	0	0	4389	5175	80,95
Criteria = Good										

### 2. Yoghurt Milk Service Quality (X2)

#### 1. Service Quality: Physical Evidence Dimension (X21)

Service Quality of the Physical Evidence dimension includes: Physical facilities; Appearance of the seller serving Cleanliness; and Comfort; with criteria: Very good (score 5), Good (4); Enough (score 3), Less (score 2), and Very poor (score 1). The achievement of the Physical Evidence dimension of Service Quality is **79.01%** good criteria. The highest dimension is in terms of cleanliness which reaches more than 89.39% followed by the comfort dimension. The clear achievement of Service Quality for the Physical Evidence dimension is presented in Table 10 below.

Table 10. Achievement Level of Service Quality: Physical Evidence Dimension (X21)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Physical Facilities	X11	0	80	35	0	0	425	575	73,93
2	Presenter Performance	X12	0	79	36	0	0	424	575	73,74
3	Vices	X13	79	11	25	0	0	514	575	89,39
4	Comfort		79	5	31			508	575	88,35
Total		X21	158	170	96	0	0	1363	1725	79,01
Criteria = Very Good										

### 3. Quality of Service: Reliability Dimension (X22)

The Reliability dimension of Service Quality consists of indicators: Accuracy of presentation; Speed of presentation; and suitability of presentation. Achievement of the Reliability dimension of Service Quality obtained **80.12%**, good criteria. The dimension that shows the highest is the accuracy of presentation. More details of the Reliability dimension of Service Quality are presented in Table 11 below.

Table 11. Achievement Level of Service Quality: Dimension of Reliability (X22)

No.	Indicator	Frequency
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		Notation	5	4	3	2	1	Achievement Score	Expected Score	Achievement Level
1	Accuracy of Presentation	X11	48	36	31	0	0	472	575	82,96
2	Speed of Presentation	X12	3	82	30	0	0	433	575	75,30
3	Appropriateness of Presentation	X13	51	24	39	0	0	472	575	82,09
Total		X22	102	143	100	0	0	1382	1725	80,12
Criteria = Good										

#### 4. Quality of Service: Responsiveness Dimension (X23)

The Service Quality of the Responsiveness dimension consists of indicators: Responsiveness to complaints; How to respond to complaints; and Solutions in providing complaints. The Service Quality Achievement of the Responsiveness dimension obtained **78.26%**, good criteria. The dimension that shows the highest is responsiveness in responding to customer complaints. More details of the Service Quality of the Responsiveness dimension are presented in Table 12 below.

Table 12. Achievement Level of Service Quality: Responsiveness Dimension (X23)

no	Indicator	notation	frequency					Achievement score	Expected score	Achievement level
			5	4	3	2	1			
1	Responsiveness to complaints	X11	48	41	26	0	0	482	575	83,83
2	How to respond	X12	0	82	33	0	0	427	575	74,26
3	Solution to complaints	X13	26	44	45	0	0	441	575	76,70
amount		X23	74	167	104	0	0	1350	1725	78,26
Criteria = Good										

#### 5. Quality of Service: Assurance Dimension (X24)

The Service Quality of the Guarantee dimension consists of indicators: Friendliness of employees / officers; Employee courtesy; Employee empathy. The achievement of the Service Quality of the Guarantee dimension is **76.93%**, good criteria. The dimension that shows the highest is employee courtesy. The following is presented in table 13.

Table 13. Achievement Level of Service Quality: Assurance Dimension (X24)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Employee Friendliness	X11	0	83	32	0	0	428	575	74,43
2	Employee Politeness	X12	50	14	51	0	0	459	575	79,83
3	Employee Empathy	X13	26	43	46	0	0	440	575	76,52
Total		X24	76	140	129	0	0	1327	1725	76,93
Criteria = Very Good										

#### 6. Service Quality Achievement Level (X2)

From the table above, it is obtained that the level of achievement of the Service Quality of

Yoghurt Milk sales at SMK Negeri I Pacet is **79.13% good** criteria. The level of achievement between dimensions shows a number that is not much different. The following is presented in Table 14.

Table 14. Achievement Level of Service Quality on Yoghurt Milk Sales (X2)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Direct Evidence	X21	158	170	96	0	0	1363	1725	79,01
2	Reliability	X22	102	143	100	0	0	1382	1725	80,12
3	Responsiveness	X23	74	167	104	0	0	1350	1725	78,26
4	Guarantee	X24	76	140	129			1327	1725	76,93
Total		X2	410	480	300	0	0	4095	5175	79,13
Criteria = Good										

### Yoghurt Milk Customer Satisfaction Demonstration (Y)

#### 1. Customer Satisfaction: Product Quality Dimension (Y1)

Customer Satisfaction The Product Quality dimension consists of indicators: Price with benefits; Price with competitors; Price with expectations. The level of achievement of Customer Satisfaction obtained **76.93% good** criteria. The level of achievement between dimensions shows an even number. Details are presented in the following table.

Table 15. Achievement Level of Customer Satisfaction: Product Quality Dimension (Y1)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Direct Evidence	Y11	39	33	33	10	0	446	575	77,57
2	Reliability	Y12	43	32	33	7	0	456	575	79,30
3	Responsiveness	Y13	21	45	42	7	0	425	575	73,91
4	Guarantee	Y14	25	44	39	7		432	575	75,13
Total		Y1	128	110	108	24	0	1327	1725	76,93
Criteria = Good										

#### 2. Customer Satisfaction: Price Factor Dimension (Y2)

Customer Satisfaction The Price Factor dimension consists of indicators: price suitability compared to: . Price with benefits; Price with competitors; Price with expectations. The achievement level of the Price Factor Dimension Customer Satisfaction is obtained **79.53% good** criteria. The level of achievement between dimensions shows an even number. The following is presented in table 16.

Table 16. Achievement Level of Customer Satisfaction: Price Factor Dimension (Y2)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Price With Benefits	Y21	38	38	39	0	0	459	575	79,83
2	Price with Competitors	Y22	34	42	39	0	0	455	575	79,13
3	Price With Expectation	Y23	38	38	39	0	0	459	575	79,83

Total	Y2	110	118	117	0	0	1373	1725	79,59
Criteria = Good									

### 3.Customer Satisfaction: Cost Factor Dimension (Y3)

Customer Satisfaction The Cost Factor dimension consists of indicators: Cost with benefits; Cost with access; Cost with expectations. The level of achievement of Customer Satisfaction obtained **79.65% good** criteria. The level of achievement between dimensions shows an even number. Details of the level of achievement of the Cost Factor dimension of Customer Satisfaction are presented in the following table.

Table 17: Achievement Level of Customer Satisfaction: Cost Factor Dimension (Y3)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Cost to Benefit	Y31	38	38	39	0	0	459	575	79,83
2	Cost With Access	Y32	35	41	39	0	0	456	575	79,30
3	Cost With Expectation	Y33	38	38	39	0	0	459	575	79,83
Total		Y34	111	117	117	0	0	1374	1725	79,65
Criteria = Good										

### 4.Customer Satisfaction: Dimensions: Convenience (Y4)

Customer Satisfaction in the Ease dimension consists of indicators: Getting to the place; Obtaining products; Obtaining information. The level of achievement of the Ease of Customer Satisfaction dimension is **79.65% Good** criteria. The achievement level of the dimension that shows the highest number is obtaining information about yogurt milk. Details of the level of achievement of the Ease of Customer Satisfaction dimension are presented in the following table.

Table 18: Achievement Level of Customer Satisfaction: Cost Factor Dimension (Y4)

No.	Indicator	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Getting to the Place		20	39	56	0	0	424	575	73,74
2	Obtaining Products		13	29	73	0	0	400	575	69,57
3	Obtaining Information		38	38	39	0	0	459	575	79,83
Total		Y4	71	106	168	0	0	1283	1725	74,38
Criteria = Good										

### 5. Achievement Level of Customer Satisfaction (Y)

From the four dimensions mentioned above, the level of achievement of Yoghurt Milk customer satisfaction is obtained **78.72% good** criteria. The complete summary of the achievement of Yoghurt Milk Service Satisfaction is shown in Table 19 below.

Table 19: Achievement Level of Service Satisfaction (Y)

No.	Dimensions	Notation	Frequency					Achievement Score	Expected Score	Achievement Level
			5	4	3	2	1			
1	Product Quality	Y11	128	110	39	24	0	1327	1725	79,93

2	Price Factor	Y12	110	118	108	0	0	1373	1725	79,59
3	Cost Factor	Y13	111	117	117	0	0	1374	1725	79,65
4	Ease	Y14	71	106	117			1283	1725	74,38
Total		Y1	420	345	342	24	0	4074	5175	78,72

Criteria = Good

## Hypothesis Test Analysis

### 1. Hypothesis Test 1

Hypothesis 1: There is a positive relationship between Product Quality and Service Quality of Yoghurt Milk tested with Pearson Correlation analysis.

Table 20. Correlation Between Independent Variables X1 and X2

		Product Quality	Service Quality
Product Quality	Pearson Correlation	1	,937"
	Sig (2-Tailed)		,000
	N	115	115
Service Quality	Pearson Correlation	,937"	1
	Sig (2-Tailed)	.000	
	N	115	115

Obtained  $r_{count} = 0.937$  which is greater than  $r_{tabel} = 0.207$ , then reject  $H_0$  or accept  $H_1$ ; Total: There is a very positive correlation between milk-yoghurt product quality and service quality. It can be interpreted that the higher the quality of the products offered by the producer, the better the quality of service and vice versa.

### 2. Hypothesis Test 2

Product quality and service quality have a positive effect on milk-yogurt service satisfaction, so the one-way path analysis model method is used. Based on the results of the analysis conducted using SPSS software.

Table 21. Simultaneous effect of independent variables X1 and X2

Model	Sum Of Squares	Df	Mean Square	F	Sig
1 Regression	7843.733	2	3921.867	223.646	.000 <sup>o</sup>
Residuals	1964.041	112	17.536		
Total	9807.774	114			

The F count received = 223.646 is greater than the F table = 3.08, so  $H_0$  is rejected or  $H_1$  is accepted. This means that the path coefficient shows a very significant effect, so it can be used hypothetically for further predictions. Customer satisfaction with yogurt milk the amount of explanatory power of product quality and service quality variables is expressed by the R square ( $R^2$ ) = 0.796 or 79.60%, while the remaining 21.40% is influenced by others. factors or variables not included in the model. By showing the actual effect, the analysis and testing proceeds to the next step, namely. H. for partial test analysis to test the hypothesis partially.

### Partial hypothesis test

Then a subanalysis was conducted to test the effect of each variable on service quality (X1)

and product quality (X2). The purpose of subanalysis is to determine the effect of a variable with the assumption that other variables remain unchanged or have no effect. Based on the results of the computer program analysis of Table 22 below.

Table 22: Partial effect of product quality (X1) and service quality (X2) on yogurt milk service satisfaction (Y).

model	Unstandardized coefficients		Standardized coefficients	t	sig	
	B	Std error	beta			
1	(Constant)	=13.519	3.045	=4.440	,000	
	X1	.736	.163	.550	4.531	.000
	X2	.483	.164	.358	2.946	.004

Based on the table above, the partial effect of  $X_1$ ,  $X_2$  on  $Y$  can be put into the equation:  $Y = 0.550X_1 + 0.358X_2 + \epsilon$ . The effect is partially analyzed by using the significance of the path coefficient in the comparison between  $t_{count}$  and  $t_{tabel}$  or it can also be compared with the probability of significance (.sig) with a theoretical error ratio ( $\alpha$ ) = 0.05.

Table 23. Analysis Results on the Path Coefficient of  $X_1$  and  $X_2$  to  $Y$  Partially

No.	Coefficient of Path	T Count	T Table	Sig	Conclusion
1	$Pyx_1 = 0.550$	4.531	1,66	,000	Ho is rejected
2	$Pyx_2 = 0.358$	2.946	1,66	,000	Ho Rejected

From the table above, it can be seen that the service quality variable shows a positive and real influence on Service Satisfaction Towards Yogurt Milk. The same applies to the variable product quality. Based on the path coefficient and correlation coefficient of each variable, the results of the calculation of direct and indirect effects are presented below for each variable.

Table 24. The Magnitude of the Effect of Product Quality (X1) and Service Quality (X2) on Yogurt Milk Service Satisfaction (Y)

Path	Direct influence	Indirect influence	total
		X1 X2	
$Pyx_1$	30,27%		48,72%
$Pyx_2$	12,80%	18,44%	31,24%
R <sup>2</sup>	Effect of xi and x2		79,96%
I-R <sup>2</sup>	Influenced by other factors		20,04%
total	Total influence		100.00

According to the results of road analysis, product customer satisfaction Product Quality and Service Quality variables affect yogurt milk. Both variables make a real contribution (effect). where the Product Quality variable ( $X_1$ ), consists of: aesthetics, benefits, durability, and price suitability is greater than the Service Quality variable ( $X_2$ ). The magnitude of the total influence of each: Product Quality 48.72% and Service Quality 31.24%. The remaining 20.04% is the influence of other variables or factors outside the model. The total influence of both is quite large. This shows that the model obtained is very good at estimating the variation that occurs from the variables that affect

customer satisfaction. If you pay attention to the relatively large amount of indirect effect contribution, which is 18.44%, it shows that the structural equation model is still quite powerful (good). This happens because the correlation coefficient between the two influencing variables (Product Quality and Service Quality) is very strong  $r_{1x2} = 0.937$ . The correlation relationship between the two variables above can be interpreted that the better the implementation of Product Quality, the better the Service Quality.

the better the Service Quality will be.

### **The Effect of Product Quality on Yogurt Milk Service Satisfaction**

The overall impact (direct and indirect) of product quality variables made from yogurt milk. Customer satisfaction 48.72%, consisting of direct influence 30.72% indirect influence 18.44%. The participation of Product Quality plays an important role in maintaining or promoting customer satisfaction with yogurt milk. Therefore, it is very important to take care of it, maintain it and even improve it. The results of descriptive analysis of the level of achievement of product quality of 80.95%, good criteria, still have the opportunity to be able to increase the achievement of excellent criteria. Awareness that yogurt milk products are very good for health must continue to be improved, so that students and the public are more confident to increase their consumption.

### **The Effect of Service Quality on Customer Satisfaction**

The total influence (contribution) of the Service Quality variable on Customer Satisfaction is 31.24%, consisting of: The magnitude of the direct effect is 12.80% and the indirect effect is 18.44%. This contribution is sufficient and not as large as the contribution of the Product Quality variable. This informs that the service of selling yoghurt milk products still needs attention. The level of achievement based on respondents' perceptions for Service Quality obtained 79.13% good criteria (high), which was contributed from the dimensions: *tangible* evidence 79.01%, *reliability* 80.12%, *responsiveness* 78.26%, and *assurance* 76.93%. It appears that the level of achievement of each dimension is relatively even. The achievements of all dimensions show that they need to be improved to achieve very good criteria. For the direct / physical evidence dimension, the cleanliness indicator needs to be improved, as well as in terms of the comfort of the sales place.

## **CONCLUSIONS**

### **Conclusion**

Based on the results of the analysis and discussion, the following conclusions can be drawn:

1. Product Quality Demonstration which includes dimensions: Product aesthetics; Product benefits (Yoghurt milk); Durability and Price Appropriateness in Cianjur City obtained an achievement of 81.40% good criteria.
2. Service Quality Demonstration which includes dimensions/attributes of Direct Evidence, Reliability; Responsiveness; and Assurance of Yoghurt milk in Cianjur City obtained an achievement of 79.33% good criteria.
3. Customer Satisfaction Demonstration which includes dimensions: Product Quality; Price Factor; Cost Factor and Ease of obtaining Yoghurt milk in Cianjur City obtained an achievement of 77.44% good criteria.
4. There is a positive correlation between Product Quality and Yoghurt Milk Service Quality as indicated by the correlation coefficient number  $r = 0.937$ , which means that the better the Product Quality is applied, the better the level of Quality. Product Quality and Service Quality have a real positive effect on Yoghurt Milk Customer Satisfaction. The contribution of the effect of Product Quality 48.72% is greater than the contribution of the effect of Service Quality 31.24%. The remaining 20.04% of the influence of other factors ...

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