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The Effect of Product Quality and Service Quality on Customer Satisfaction of Nazar Paint Wall Paint Bandung

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Abstract: The purpose of this research is to identify the factors influencing Nazar Paint wall paint customers' happiness in Bandung, Indonesia, with respect to the product and service quality. Customer complaints about product and service quality are one of the important topics that formed the basis of this study. The study makes use of a quantitative technique that combines descriptive and verification techniques. The data was gathered by sending out surveys to one hundred people who had bought and used wall paint from Nazar Paint. Several statistical tests, including multiple linear regression, the F-test, and the t-test, were used to examine the data. The research found that customer satisfaction is positively and significantly impacted by both product and service quality, either singly or in combination. If the Nazar Paint wall paint business unit in Bandung wants to keep its customers happy, it should follow these recommendations and make their products more consistent and their services better.

Keywords: Product Quality, Service Quality, Customer Satisfaction

INTRODUCTION

Wall paint is an essential and inseparable element of the buildings around us. Wall paint has a long and fascinating history, dating back to prehistoric times. At the dawn of civilization, humans began using colored materials to create drawings on cave walls to depict specific situations or objects.

Today, paint is used not only for aesthetic purposes but also to protect surfaces from damage and extend the life of materials. Technological advancements continue to drive innovation in paint formulation, including the development of environmentally friendly and durable paints. The paint and coatings industry can be divided into two main end-use categories: Decorative (Architectural) Paints and Coatings and Industrial.

It is essential for any business to be abreast of new trends as time goes on. Because people's wants are limitless, businesses must always be inventing new ways to cater to customers' unique requirements. The success or failure of a business is heavily dependent on marketing. Providing and trading something of value with other people is the social activity known as marketing, and it's how people get what they want or need. To thrive in this age of globalization, businesses need to be nimble. Television, social media, banners, and other forms of media are used to do

this. Promotional efforts should take into account several aspects, including product and service quality, price point, and public perception of the brand.

Generally speaking, marketing is a way of thinking that acknowledges the importance of purchasing and selling transactions to a company's survival. In order for a business's consumer product or service to remain competitive, it is crucial for the firm to master the art of marketing and for customers to be able to make informed purchase choices (Ghofar 2019).

Sales and customer satisfaction are greatly affected by product and service quality. To succeed in a competitive market and earn and keep customers' loyalty, sellers whether they are agents or distributors must provide top-notch goods and services.

Philip and Kevin Lane Keller (2014) state that customer satisfaction is the emotional response one has when comparing the actual performance of a service to their expectations. If the quality is up to par with or better than what the buyer wants, then they will be satisfied. Hence, customer happiness is affected by more than just the product or service quality; it is also affected by the customer's expectations, past experiences, and valuation of the product or service. This shows that in order to meet or beyond customer expectations on a constant basis, businesses must work to enhance the quality of their goods and services.

Rizkiani, Kamal, and Sulistyowati (2021) found that customers are more likely to be satisfied when a company provides high-quality service. Findings from this study highlight the significance of a business's capacity to reliably satisfy client expectations in terms of product and service quality. In addition, studies conducted by Laetitia, Alexandrina, and Ardianto (2021) confirm that high-quality products and services greatly impact customer satisfaction, highlighting the importance of these two aspects in generating a satisfying experience for customers.

The Nazar Paint Bandung Wall Paint Shop's commitment to provide customers the highest quality products and services is one of the many phenomena at the heart of this study's dilemma. Consider the case of Nazar Paint Bandung Wall Paint Shop and how customer happiness is impacted by the quality of the goods and services offered. As a result, pinpointing this issue is crucial for learning how much of an impact product and service quality have on customer happiness.

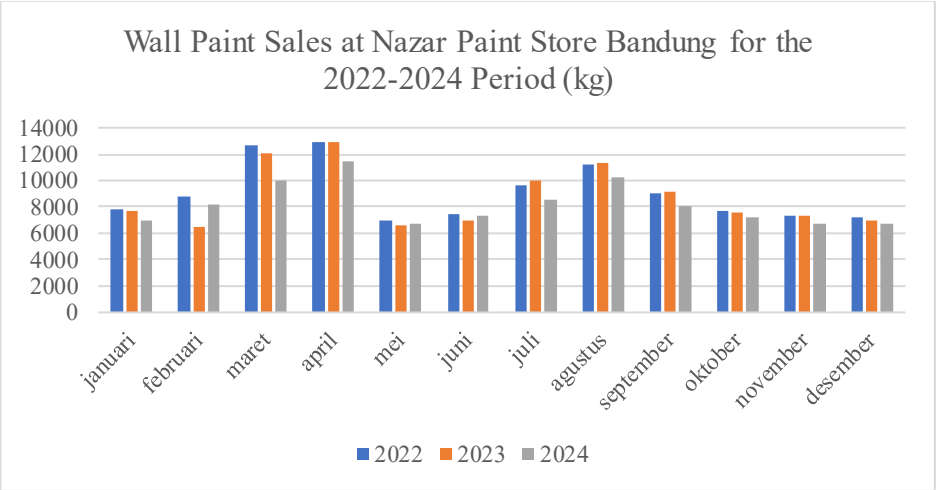


Figure 2. Wall Paint Sales Data at Nazar Paint Store Bandung for the period 2022 – 2024

The following is data on wall paint sales at Nazar Paint Moh Toha Bandung for the 2022-2024 period, which appears to fluctuate quite significantly each month. This is influenced by the season and certain events, such as Eid al-Fitr, when consumers increase their purchases

of paint to freshen up their homes, and the Indonesian Independence Day holiday, when consumers buy paint to paint walls in their neighborhoods with a sense of independence.

Kotler and Armstrong (2012) cite in Lesmana and Ratnasari (2019) that product quality is defined as a product's capacity to accomplish its role. This definition encompasses several characteristics, such as the product's useful life, dependability, usage and maintenance ease, and so on. Various factors aimed to bring pleasure to customers are included by quality, according to this definition. Imelda (2023) adds that quality of product is "an effort to meet or exceed consumer expectations." Quality, according to this view, encompasses not only the product but also the service and everything else that affects the customer's overall impression of the product.

Product quality is evaluated along eight main dimensions, as stated by David Garvin in Fandy Tjiptono's book (2016), cited from Ghofar (2019): performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality. Performance is the main characteristic of the core product, features are secondary or complementary characteristics, reliability is the low possibility of damage or failure to use, conformance to specifications is the extent to which the product meets previously set standards, aesthetics is the appeal to the five senses, and perceived quality is the consumer assessment based on brand image and reputation. When it comes to strategically controlling and evaluating product quality, these eight aspects are the backbone.

In the context of wall paint manufacturing, product quality encompasses aspects such as the ability to adhere to and cover wall surfaces, variety of types and colors, durability after painting, color compatibility, longevity, ease of application and repair, visual appeal, and consumer perception. According to Kotler and Armstrong (2018:272) in Kartikasari, Maskur, and Mayvita (2023), product quality is "one of the primary positioning tools for marketers." This indicates that product quality plays a crucial role in marketing strategy and can be a key differentiator in a competitive market.

If customers aren't happy with Nazar Paint wall paint, they could not buy it again or suggest it to others. In order to increase customer happiness, it is essential that management and staff assess and improve the quality of products and services. Pricillia, Manoppo, and Tamengkel (2021) also discovered that raising product quality has a beneficial effect on consumer happiness, therefore our findings are in line with theirs. Customer satisfaction at Batam City's PT Tanjung Uncang is impacted by both product and service quality, according to Nikie & Nur (2020). This research highlights the need of enhancing product quality to better serve customers. But research by Permatasari and Wahyuningsih (2020) shows that satisfied customers are unaffected by product quality.

Customer happiness may be impacted by the level of service provided. Quality of service is defined by Heykal et al. (2025) as the degree to which it satisfies or beyond the expectations of the client. Customers will be pleased (or unhappy) depending on whether or not performance lives up to their expectations. In order to measure happiness, this concept stresses the significance of customer expectations.

The five primary factors that impact how customers perceive the quality of a service are as follows: tangibles, empathy, reliability, responsiveness, and assurance (Parasuraman et al., 1988, cited in Tjiptono and Chandra, 2016). Balinado et al. (2021) found that in order for dealers to earn customers' confidence, they need to provide service that exceeds their expectations and leaves them satisfied. Customers are more likely to be satisfied as a result of a company's ability to foster long-term connections with them via high-quality service.

METHOD

A occurrence or issue led the author to employ Nazar Paint as the target of inquiry. The purpose of this research was to identify the factors that contribute to Nazar Paint customers' happiness by analyzing the relationship between product and service quality. One hundred samples were used in this investigation. The following statistical tests were utilized: t-statistical

test for individual significance, goodness-of-fit model test (F test), determination coefficient, multiple linear regression, and correlation.

RESULTS AND DISCUSSION

Respondent Overview

Table 1. Respondent Characteristics by Gender

Gender	Frequency	Percentage (%)
Male	71	71%
Female	29	29%
Total	100	100%

Source: Processed questionnaire data

This percentage indicates that men are more likely to purchase and use Nazar Paint wall paint products, both due to preference and involvement in the wall painting business or activity. However, the number of female respondents also indicates that this product is purchased by both genders.

Table 2. Respondent Characteristics Based on Age

Age	Frequency	Percentage (%)
16–20 Year	5	5%
21–25 Year	10	10%
26–30 Year	20	20%
> 30 Year	65	65%
Total	100	100%

Source: Processed questionnaire data

The age distribution shows that the majority of respondents are in the mature and productive age group. This indicates that the consumer assessments in this study can be considered relevant and credible, especially in understanding how product quality and service quality influence consumer satisfaction.

Table 3. Respondent Characteristics Based on Status

Last Education	Frequency	Percentage (%)
Students	15	15%
Employees/Civil Servants	35	35%
Self-Employed	20	30%
Freelancers	30	20%
Total	100	100%

Source: Processed questionnaire data

This composition indicates that the majority of respondents came from the productive age group who were active in economic activities, thus being deemed relevant and representative in providing assessments related to the research.

Table 4. Respondent Characteristics Based on Product Usage Requirements

Category	Frequency	Percentage (%)
Residential / Private Homes	75	75%
Rental / Boarding Houses	10	10%
Shops / Small Businesses	5	5%
Renovation Projects / Medium-Scale Buildings	10	10%
Total	100	100%

Source: Processed questionnaire data

The composition of respondents shows that the majority of product users are individual consumers, with project and commercial segments contributing only a small portion. Therefore, strategies to improve product quality, marketing, and service remain focused on residential needs, without neglecting development opportunities in the commercial and project sectors.

• **Validity Test**

Table 5. Validity Test Results Regarding Product Quality

Item-Total Statistics

Statement	Pearson Correlation	R table	Sig.	Description
X1.1	0,449	0,195	0,000	**VALID**
X1.2	0,597	0,195	0,000	**VALID**
X1.3	0,579	0,195	0,000	**VALID**
X1.4	0,588	0,195	0,000	**VALID**
X1.5	0,558	0,195	0,000	**VALID**
X1.6	0,572	0,195	0,000	**VALID**
X1.7	0,354	0,195	0,000	**VALID**
X1.8	0,459	0,195	0,000	**VALID**
X1.9	0,350	0,195	0,000	**VALID**
X1.10	0,391	0,195	0,000	**VALID**
X1.11	0,349	0,195	0,000	**VALID**
X1.12	0,305	0,195	0,002	**VALID**
X1.13	0,253	0,195	0,011	**VALID**
X1.14	0,198	0,195	0,048	**VALID**
X1.15	0,231	0,195	0,021	**VALID**
X1.16	0,383	0,195	0,000	**VALID**
X1.17	0,204	0,195	0,041	**VALID**
X1.18	0,231	0,195	0,021	**VALID**
X1.19	0,324	0,195	0,001	**VALID**
X1.20	0,402	0,195	0,000	**VALID**
X1.21	0,252	0,195	0,011	**VALID**
X1.22	0,212	0,195	0,034	**VALID**
X1.23	0,423	0,195	0,000	**VALID**
X1.24	0,375	0,195	0,000	**VALID**

Source: Processed questionnaire data

Table 6. Validity Test Results Regarding Service Quality

Item-Total Statistics

Statement	Pearson Correlation	R table	Sig.	Description
X2.1	0,579	0,195	0,000	**VALID**
X2.2	0,610	0,195	0,000	**VALID**
X2.3	0,542	0,195	0,000	**VALID**
X2.4	0,464	0,195	0,000	**VALID**
X2.5	0,424	0,195	0,000	**VALID**
X2.6	0,530	0,195	0,000	**VALID**
X2.7	0,509	0,195	0,000	**VALID**
X2.8	0,545	0,195	0,000	**VALID**
X2.9	0,557	0,195	0,000	**VALID**
X2.10	0,434	0,195	0,000	**VALID**
X2.11	0,268	0,195	0,007	**VALID**
X2.12	0,240	0,195	0,016	**VALID**

Statement	Pearson Correlation	R table	Sig.	Description
X2.13	0,332	0,195	0,001	**VALID**
X2.14	0,440	0,195	0,000	**VALID**
X2.15	0,246	0,195	0,013	**VALID**
X2.16	0,281	0,195	0,005	**VALID**
X2.17	0,253	0,195	0,011	**VALID**
X2.18	0,207	0,195	0,039	**VALID**
X2.19	0,264	0,195	0,008	**VALID**
X2.20	0,313	0,195	0,002	**VALID**
X2.21	0,315	0,195	0,001	**VALID**
X2.22	0,289	0,195	0,004	**VALID**

Source: Processed questionnaire data

Table 7. Validity Test Results Regarding Consumer Satisfaction

Item-Total Statistics

Statement	R count	R table	Description	Statement
Y.1	0,604	0,195	0,000	**VALID**
Y.2	0,606	0,195	0,000	**VALID**
Y.3	0,696	0,195	0,000	**VALID**
Y.4	0,529	0,195	0,000	**VALID**
Y.5	0,622	0,195	0,000	**VALID**
Y.6	0,625	0,195	0,000	**VALID**
Y.7	0,622	0,195	0,000	**VALID**
Y.8	0,734	0,195	0,000	**VALID**
Y.9	0,697	0,195	0,000	**VALID**

Source: Processed questionnaire data

Every item on the survey that assessed Product Quality (X1), Service Quality (X2), and Customer Satisfaction (Y) passed the validity test. Every item's Corrected Item-Total Correlation value is higher than the essential r-value of 0.195, determined using a 100-respondent sample and a 5% significance threshold, proving this.

Reliability Testing

Table 8. Reliability Test Results for Variables X_1, X_2, and Y

Reliability Statistics

Variabel	Cronbach's Alpha	N of Items
Product Quality	,752	24
Service Quality	758	22
Consumer Satisfaction	.818	9

Source: Processed questionnaire data

The reliability test results for the variables of Product Quality (X_1), Service Quality (X_2), and Customer Satisfaction (Y) show Cronbach's Alpha values exceeding 0.7. This indicates that the measurement instruments possess a high level of reliability. In other words, all questionnaire items used to assess Customer Satisfaction demonstrate consistency and are considered reliable in capturing respondents' perceptions.

Correlation Analysis

Table 10. Correlation Test

Correlations

		Product Quality	Service Quality	Customer Satisfaction
Product Quality	Pearson Correlation	1	.306**	.526**
	Sig. (2-tailed)		.002	.000
	N	100	100	100
Service Quality	Pearson Correlation	.306**	1	.458**
	Sig. (2-tailed)	.002		.000
	N	100	100	100
Customer Satisfaction	Pearson Correlation	.526**	.458**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

A strong association between Product Quality, Service Quality, and Customer Satisfaction was shown using the correlation test. At the 99% confidence level, there is a moderate to strong positive link and a correlation of 0.526 between Product Quality and Customer Satisfaction, with a significance level of 0.000 (because the significance level is less than 0.01). Thus, consumer happiness is directly proportional to product quality.

Service quality and customer satisfaction are moderately and significantly related; a correlation of 0.458 at the 0.000 level of significance confirms this. What this means is that raising the bar on service quality is a certain way to boost happiness among consumers.

A modest but significant positive link is shown by the correlation between Product Quality and Service Quality, which is 0.306 with a significance level of 0.002. Taken together, these findings point to a strong correlation between Nazar Paint Wall Paint customer happiness and the quality of both the product and the service.

Multiple Linear Regression Test

Table 9. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-17.730	6.632		-2.673	.009
	Product Quality	.304	.060	.426	5.042	.000
	Service Quality	.252	.065	.327	3.876	.000

a. Dependent Variable: Coustomer Satisfaction

Following the results shown earlier:

1. X1, which stands for Product Quality, has a regression coefficient of 0.304 and a 0.000 significance level. This indicates that, all else being equal, a one-unit improvement in Product Quality will lead to a 0.304-unit rise in Consumer Satisfaction. This impact is deemed noteworthy as the significance value is lower than 0.05.
2. X2, which stands for service quality, has a regression coefficient of 0.252 and a 0.000 significance level. Assuming all other factors stay the same, this translates to a 0.252 unit increase in consumer satisfaction for every unit improvement in service quality. Service quality has a considerable influence on customer satisfaction, as shown by the significance value, which is also less than 0.05.

Consumer satisfaction rises in direct proportion to the quality of the product or service offered, as shown by the positive and statistically significant relationship between the two independent variables (X1 and X2).

Results of the Determination Coefficient Test

Table 11. Results of Simultaneous Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.374	.361	4.55920

a. Predictors: (Constant), Service Quality, Product Quality

A combined R-squared score of 0.374 for Product Quality and Service Quality indicates that these two independent variables account for 37.4% of the variance in Customer Satisfaction. Other variables, not accounted for in this study, are responsible for the remaining 62.6%.

Thus, the regression model built has a fairly good level of explanation in describing the relationship between product quality and service quality on consumer satisfaction of Nazar Paint Wall Paint.

Table 12. Results of the Test of the Coefficient of Determination of Product Quality on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526[a]	.276	.269	4.87451

a. Predictors: (Constant), Product Quality

The R-square value is 0.276, indicating that Product Quality (X_1) partially explains 27.6% of the variation in Customer Satisfaction (Y). The remaining 72.4% is influenced by other variables that are not included in this research model.

Thus, it can be concluded that product quality has a significant contribution in explaining the level of consumer satisfaction with Nazar Paint Wall Paint, although there are still other factors that also influence it.

Table 13. Results of the Test of the Determination Coefficient of Service Quality on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458[a]	.209	.201	5.09570

a. Predictors: (Constant), Service Quality

The R-squared coefficient of 0.209 suggests that Service Quality (X_2), when examined individually, contributes 20.9% to the variance in Customer Satisfaction (Y). Meanwhile, 79.1% of the variation is influenced by variables outside the scope of service quality.

It follows that other variables significantly impact total customer satisfaction, and that service quality does play a part in it, but only to a minor extent, in the case of "Nazar Paint" Bandung Wall Paint.

Test Simultaneous Results, (F Test)

Table 14. Test Simultaneous Results, (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1202.167	2	601.083	28.917	.000[b]
	Residual	2016.273	97	20.786		
	Total	3218.440	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Product Quality

The computed F-statistic (28,917) is more than the F-critical value (3,09), as shown by the F-test findings, and the significance level is less than 0.05. Customer Satisfaction is therefore strongly influenced by both Product and Service Quality. This proves that the study's regression model is workable and can account for the correlation between the two explanatory variables and happiness among buyers.

Hypothesis Test (t-Test)

Table 15. Hypothesis Testing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-17.730	6.632		-2.673	.009
	Product Quality	.304	.060	.426	5.042	.000
	Service Quality	.252	.065	.327	3.876	.000

a. Dependent Variable: Costumer Satisfaction

The Product Quality variable shows a t-statistic of 5.042, while the Service Quality variable records a t-statistic of 3.876. Both variables have significance values (Sig.) of 0.000, which are below the 0.05 significance level.

Based on these findings, it's safe to say that Nazar Paint Bandung's product and service quality significantly impact customer happiness. Customers are more satisfied when they get high-quality products and services.

CONCLUSION

Product quality significantly and positively affects consumer happiness, according to t-tests and regression analysis. Customer happiness is directly proportional to how well they rate the product's quality. Customers' opinions of their experience at Nazar Paint Moh Toha Bandung are heavily impacted by the quality of the products sold there.

There is a favorable and statistically significant relationship between service quality and client happiness. This proves that factors like staff friendliness, responsiveness, and comfort level greatly impact consumer satisfaction levels. Good service is a major component in how customers see the Nazar Paint Bandung shop, albeit it is not the only one.

Customer happiness is influenced by factors other than the product itself, but product quality is certainly important. Therefore, improving product quality must be accompanied by improvements in other aspects to achieve more comprehensive customer satisfaction.While service quality contributes to satisfaction, it is not the sole determinant. Therefore, service improvements should be integrated with product development and the overall customer experience.

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