The Effect Of Product Quality and Service Quality on Customer Satisfaction at Myrepublic in Regol District, Bandung City

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Abstrak

This study aims to analyze the influence of product quality and service quality on MyRepublic customer satisfaction in Regol District, Bandung City. The background of the study is based on increasing customer complaints related to unstable internet connections and slow customer service responses. This study used a quantitative approach with descriptive and verification analysis. The study population was MyRepublic customers in Regol District, with a sample of 100 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and then analyzed through validity tests, reliability tests, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination.The results showed that product quality had no significant effect on customer satisfaction, while service quality had a significant effect. Simultaneously, product quality and service quality significantly influenced customer satisfaction, with a coefficient of determination of 17.5%. This means that 84.3% of customer satisfaction is influenced by factors other than the study, such as price, promotion, user experience, and after-sales service. These findings confirm that service quality is the dominant factor in shaping customer satisfaction compared to product quality. Therefore, MyRepublic needs to improve the speed and responsiveness of its services, strengthen communications, and conduct continuous network monitoring to maintain customer satisfaction and loyalty.

Keywords : Product Quality, Service Quality, Customer Satisfaction, MyRepublic

Introduction

The development of information technology has transformed the landscape of people's lives, making the internet an essential necessity for various activities, from work and education to entertainment. This situation has triggered intense competition among internet service providers (ISPs) to offer the best products and services to meet customer expectations. Indonesia, with its large population and increasing internet penetration rate (79.5% by early 2024), presents a highly promising market for this industry.

MyRepublic, founded in 2015 as part of Sinarmas, is a key player in the Indonesian ISP industry. With Fiber to the Home (FTTH) technology and high access speeds, MyRepublic has reached millions of customers and homepasses in various cities. However, amidst this rapid

growth, MyRepublic faces challenges in the form of customer complaints. Pre-survey data and customer reviews in Regol District, Bandung City, indicate significant dissatisfaction, particularly related to frequent internet network disruptions and slow customer service responses. These issues indicate that MyRepublic's product and service quality are not yet optimal, which in turn impacts customer satisfaction levels.

The importance of product and service quality in creating customer satisfaction is regulated in Law Number 25 of 2009 concerning Public Services, which requires service providers to develop, establish, and implement service standards and conduct regular public satisfaction surveys. Therefore, this study is relevant to analyze the extent to which MyRepublic's product and service quality influence customer satisfaction in Regol District, Bandung City.

Literature Review

Business Administration

Business administration, in general, is a series of activities carried out within a company with the goal of achieving a predetermined profit, according to Lenda Surepi (2021). According to Poerwanto in Lenda Surepi's research (2021), business administration is the overall collaboration in producing goods or services needed and desired by customers, until those goods or services can be delivered to customers, while achieving and providing balanced, responsible, and sustainable profits.

Marketing Management

Marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior value (Rahma and Saputro, 2023; Kotler and Keller in Fatma Setyaningsih, 2021). The ultimate goal is to achieve profitable sales levels in line with customer satisfaction. The marketing mix concept, encompassing the 4Ps (Product, Price, Place, Promotion) and evolving into the 8Ps (plus People, Process, Physical Evidence, and People's Opinion), serves as a strategic framework for influencing demand and shaping consumer preferences (Nabila in Hermika Pinem et al., 2023; Roni & Endang in Hermika Pinem et al., 2023)..

Product Quality

Product quality is a crucial factor reflecting all aspects of a product offering that provide benefits and meet customer expectations (Hanifah Oktaviani Fakhri et al. in Febby Novitasari et al., 2024; Elizabeth

et al., 2024). Product quality dimensions include form, features, performance, conformance quality, durability, reliability, repairability, and style (Philip & Keller, 2021). The indicators used in this study are performance, product features, reliability, durability, and repairability (Tjiptono in Yosef Tonce et al., 2022)

Service Quality

Service quality is a company's ability to provide the best quality service, meeting consumer needs and desires, and delivering it accurately to meet customer expectations and satisfaction (Selamat Fuadi, 2022; Ika Apria Sty, 2022; Muspiha, 2023; Dwi Septi Haryani, 2022; Tjiptono in Iqbal Arraniri, 2022). Dimensions of service quality include tangibles, reliability, responsiveness, assurance, and empathy (Philip & Keller, 2021). The indicators used are tangibles, responsiveness, assurance, empathy, and tangibility (Darsono Nababan, 2021).

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment that arises when perceived product or service performance compares to existing expectations (Tjiptono & Chandra in Faizzatur Rochma et al., 2024; Kotler et al. in Faizzatur Rochma et al., 2024). Dimensions of customer satisfaction include overall customer satisfaction, confirmation of expectations, repurchase intention, willingness to recommend, and customer dissatisfaction (Pranitasari et al. in Febby Novitasari et al., 2024). The indicators used are conformity to expectations, intention to revisit, and willingness to recommend (Tjiptono, 2019).

Gender Entrepreneurship Perspective Linkage Theory

This theory highlights how gender roles and perceptions influence entrepreneurial behavior, including aspects of product and service development that impact customer satisfaction. This perspective emphasizes that gender differences can influence how entrepreneurs design and manage products and services that suit market needs (Cornelia D, Matani, Pascalina V. S. Sesa, 2022).

Hypothesis

Based on the theoretical review and conceptual framework, the hypotheses of this study are:

1. 1. H1: Product quality has a positive and significant effect on customer satisfaction.

2. 2. H2: Service quality has a positive and significant effect on customer satisfaction.

3. 3. H3: Product quality and service quality simultaneously have a positive and significant effect on customer satisfaction.

Methods

This study used a quantitative approach with descriptive and verification methods, aiming to test the causal relationship between variables (Sugiyono, 2022; Iba, 2023). The subjects were MyRepublic customers in Regol District, Bandung City, while the objects of study were product quality, service quality, and customer satisfaction.

Primary data was collected through an online questionnaire distributed to 100 respondents, who were active MyRepublic customers. The sample size was determined using the Slovin formula with a 10% margin of error from a population of 2,359 customers (Hendryandi, 2019). A 5-point Likert scale was used to measure respondent responses. Secondary data were obtained from literature, journals, and relevant documents.

The research instrument was tested for validity using Pearson Product Moment (calculated r > tabulated r) and reliability using Cronbach's Alpha (value > 0.60) (Al Hakim et al., 2021). Data analysis techniques consisted of descriptive analysis (mean, min, max, standard deviation) and verification analysis. Verification analysis included classical assumption tests (Kolmogorov-Smirnov normality, VIF multicollinearity and tolerance, scatterplot heteroscedasticity), multiple linear regression analysis, determination coefficient (R^2) test, and partial (t-test) and simultaneous (F-test) hypothesis tests (Ghozali in MR, 2022; Priyatno, 2022; Ismanto & February, 2021). This research was conducted at MyRepublic, Regol District, Bandung City from February to September 2025.

Results and Discussion

Company Overview

MyRepublic (PT. Eka Mas Republik) is a fiber optic internet and pay TV service provider operating in Indonesia since 2015 under the Sinar Mas Group. The company has served over 1 million active customers and built over 6 million homepasses across 56 cities and 88 regencies in Indonesia. MyRepublic's vision is to become a proud asset for the Indonesian nation and a leading internet service provider that transforms the way people connect, innovate, and interact

in the digital era.

Respondent Characteristics

The study respondents were predominantly female (61%), with the majority aged over 40 (45%) and working as private sector employees (60%). All respondents (100%) were active users of MyRepublic Wi-Fi services, ensuring the validity of the data based on direct experience.

Instrument Testing

1. Validity Test

All 10 statement items for Product Quality (X1), 10 items for Service Quality (X2), and 8 items for Customer Satisfaction (Y) were declared valid because the calculated r value for each item was greater than the table r (0.1654).

Table 1 Product Quality

Item	Variable	r count	r table	Information
X1.1		0,459	0,1654	Valid
X1.2		0,594	0,1654	Valid
X1.3		0,511	0,1654	Valid
X1.4		0,503	0,1654	Valid
X1.5	Product Quality	0,485	0,1654	Valid
X1.6		0,452	0,1654	Valid
X1.7		0,489	0,1654	Valid
X1.8		0,463	0,1654	Valid
X1.9		0,417	0,1654	Valid
X1.10		0,506	0,1654	Valid

Table 2 Quality of Service

Item	Variable	r count	r table	Information
X2.1		0,542	0,1654	Valid
X2.2		0,511	0,1654	Valid
X2.3		0,583	0,1654	Valid
X2.4		0,431	0,1654	Valid
X2.5	Quality of Service	0,458	0,1654	Valid
X2.6		0,393	0,1654	Valid
X2.7		0,609	0,1654	Valid
X2.8		0,413	0,1654	Valid
X2.9		0,384	0,1654	Valid
X2.10		0,344	0,1654	Valid

Table 3 Customer satisfaction

Item	Variable	r count	r table	Information
Y.1		0,477	0,1654	Valid
Y.2		0,425	0,1654	Valid
Y.3		0,583	0,1654	Valid
Y.4	Customer satisfaction	0,526	0,1654	Valid
Y.5		0,499	0,1654	Valid
Y.6		0,514	0,1654	Valid
Y.7		0,545	0,1654	Valid
Y.8		0,597	0,1654	Valid

2. Reliability Test

The test results show that Product Quality (Cronbach Alpha = 0.645), Quality of Service (Cronbach Alpha = 0.605), and Customer satisfaction (Cronbach Alpha = 0.616) are all reliable because the Cronbach Alpha value is > 0.60.

Table 4 Reliability Test Results

Variable	Cronbach alpha	Koefisien Cronbach Alpha	Information
Product Quality	0,645	0,6	**Reliable**
Quality of Service	0,605	0,6	**Reliable**
Customer satisfaction	0,616	0,6	**Reliable**

Descriptive Statistical Analysis

1. Product Quality: The mean score of 32.65 indicates that respondents' perceptions of product quality tend to be high.

2. Quality of Service: The mean score of 31.51 indicates that service quality is quite good.

3. Customer Satisfaction: The mean score of 24.99 indicates that customer satisfaction levels are not yet optimal compared to perceptions of product quality and service.

Table 3 Descriptive Statistical Test

Table 5 Descriptive Statistical Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	19.00	46.00	32.6500	6.57417
Quality of Service	100	17.00	44.00	31.5100	6.34766
Customer satisfaction	100	14.00	37.00	24.9900	5.67378
Valid N (listwise)	100				

Classical Assumption Test

1. **Normality Test**

The Kolmogorov-Smirnov test results showed a significance value of 0.200 (>0.05), and the histogram and P-P plot showed points spread around the diagonal line. This indicates that the residual data is normally distributed.

Table 6 Kolmogorov-Smirnov Test

| One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.20960657
Most Extreme Differences	Absolute	.070
	Positive	.053
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		
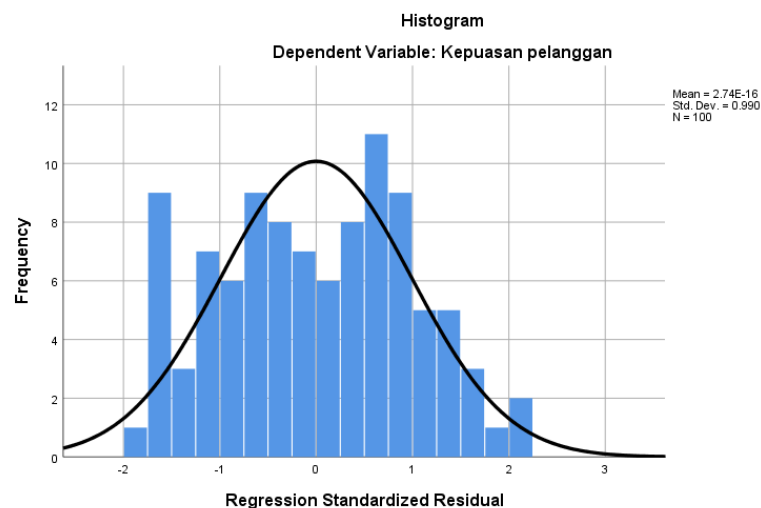
Figure 2 Histogram
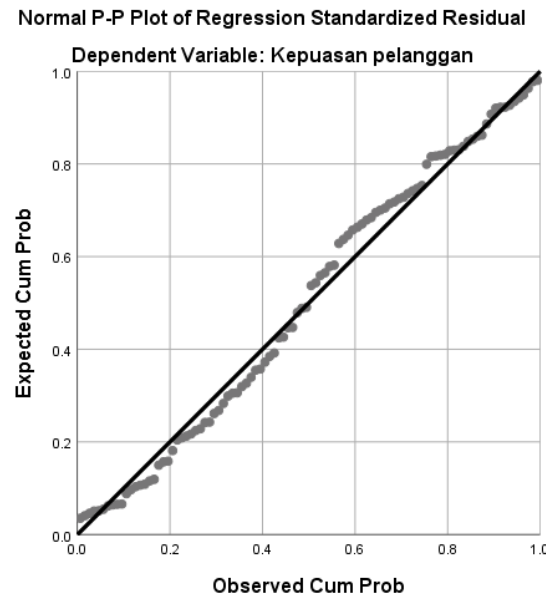
Figure 3 P.P Plot

2. **Multicollinearity Test**

The tolerance value for both independent variables is 0.908 (> 0.10) and the VIF value

is 1.101 (<10). This indicates that there is no multicollinearity problem between the

independent variables.

Table 7 Multicollinearity Test

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	12.103	3.296		3.672	.000		
Product Quality	.093	.084	.107	1.098	.275	.908	1.101
Quality of Service	.313	.087	.350	3.579	.001	.908	1.101

a. Dependent Variable: Customer satisfaction

3. **Heteroscedasticity Test**

The scatterplot graph shows points randomly distributed above and below the number 0 on the Y-
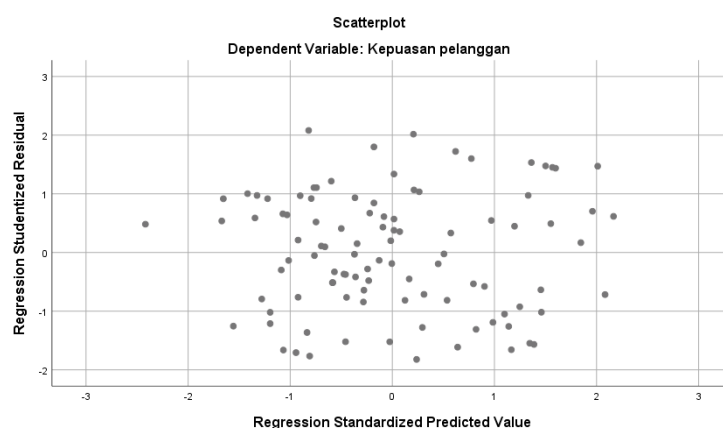
axis, indicating the absence of heteroscedasticity.

Figure 4 Grafik Scatterplot

Correlation Test

1. The correlation between Product Quality and Customer Satisfaction is 0.214 (Sig. 0.033), indicating a weak positive and significant relationship.

2. The correlation between Quality of Service and Customer Satisfaction is 0.383 (Sig. 0.000), indicating a moderate positive and significant relationship.

3. The correlation between Product Quality and Quality of Service is 0.303 (Sig. 0.002), indicating a fairly strong positive and significant relationship.

Table 8 Correlation Test

Correlations		Product Quality	Quality of Service	Customer satisfaction
Product Quality	Pearson Correlation	1	.303**	.214*
	Sig. (2-tailed)		.002	.033
	N	100	100	100
Quality of Service	Pearson Correlation	.303**	1	.383**
	Sig. (2-tailed)	.002		.000
	N	100	100	100
Customer satisfaction	Pearson Correlation	.214*	.383**	1
	Sig. (2-tailed)	.033	.000	
	N	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Multiple Linear Regression Analysis

The regression equation obtained is:

$$Y = 12.103 + 0.093 + 0.313 + e$$

- Constant Value 12.103

- The regression coefficient for Product Quality is 0.093 with a significance value of 0.275 (> 0.05), indicating that Product Quality has no significant effect on Customer Satisfaction.

- The regression coefficient for Quality of Service is 0.313 with a significance value of 0.001 (< 0.05), indicating that Quality of Service has a significant effect on Customer Satisfaction.

Table 9 Multiple Linear Regression Analysis

Model		Coefficients[a]			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	12.103	3.296		3.672	.000
	Product Quality	.093	.084	.107	1.098	.275
	Quality of Service	.313	.087	.350	3.579	.001
a. Dependent Variable: Customer satisfaction						

Coefficient of Determination Test

The R-square value is 0.157 (15.7%). This means that 15.7% of the variation in customer satisfaction is explained by product quality and service quality simultaneously. The remaining 84.3% is influenced by factors outside the research model, such as price, promotion, personal experience, and after-sales service.

Table 10 Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396[a]	.157	.140	5.26304
a. Predictors: (Constant), Quality of Service, Product Quality				

Hypothesis Testing Partial Test (t-Test)

1. The Effect of Product Quality on Customer Satisfaction

The calculated t-value (1.098) < t-table (1.984) and the significance value (0.275) > 0.05.

Hypothesis H1 is rejected, meaning that Product Quality has no partial significant effect on

MyRepublic customer satisfaction.

2. The Effect of Service Quality on Customer Satisfaction

The calculated t-value (3.579) > t-table (1.984) and the significance value (0.001) < 0.05.

Hypothesis H2 is accepted, meaning that Service Quality has a partial significant effect on

MyRepublic customer satisfaction.

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.103	3.296		3.672	.000
	Product Quality	.093	.084	.107	1.098	.275
	Quality of Service	.313	.087	.350	3.579	.001

a. Dependent Variable: Customer satisfaction

Table 11 t-Test

Simultaneous Test (F Test)

The calculated F value (9.028) > F Table (3.09) and the significance value (0.000) < 0.05.

Hypothesis H3 is accepted, meaning that Product Quality and Quality of Service simultaneously

have a significant effect on MyRepublic Customer satisfaction.

Table 12 F Test

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	500.130	2	250.065	9.028	.000ᵇ
	Residual	2686.860	97	27.700		
	Total	3186.990	99			

a. Dependent Variable: Customer satisfaction

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

Discussion

The research results show that MyRepublic's Product Quality has not fully met customer

expectations, particularly regarding network stability and internet speed, which are frequently

complained about. However, partially, Product Quality does not have a significant effect on

customer satisfaction. This indicates that customers tend to prioritize other aspects when

assessing their satisfaction.

Conversely, MyRepublic's Quality of Service is proven to have a significant effect on

customer satisfaction. Complaints about slow service responses and ineffective solutions are

the main triggers of dissatisfaction. This finding confirms that in the service industry, direct interaction and company responsiveness are crucial in shaping customer perceptions and satisfaction.

Simultaneously, the combination of Product Quality and Quality of Service significantly influences customer satisfaction. Although Product Quality is not dominant individually, its presence together with Quality of Service creates an overall experience that influences satisfaction. However, the relatively low coefficient of determination (15.7%) indicates that customer satisfaction is largely influenced by factors other than this research model, such as price, promotions, and personal experiences. Therefore, MyRepublic needs to pay greater attention to improving Quality of Service to maintain customer loyalty.

Conclusion

1. MyRepublic's product quality in Regol District, Bandung City is considered quite good, but partially does not have a significant effect on customer satisfaction.

2. MyRepublic's service quality in Regol District, Bandung City is considered less than optimal, but partially has a significant effect on customer satisfaction.

3. MyRepublic's customer satisfaction level in Regol District, Bandung City is not optimal, with service quality being the main determining factor.

4. Simultaneously, product quality and service quality have a significant effect on MyRepublic's customer satisfaction in Regol District, Bandung City.

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