



THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON DECISIONS TO PURCHASE FOOD PRODUCTS AT UD MARIANI SURABAYA

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Article info	ABSTRACT
Corresponding Author: Imam Sultan Rifaldy imamsultanrifaldy@gmail.com STIE IBMT Surabaya, Indonesia	This study aims to determine the effect of service quality and customer satisfaction on purchasing decisions on basic food products at UD. Mariani. Service quality and customer satisfaction are measured through various aspects, such as service speed, friendliness, and product suitability to customer needs. While purchasing decisions are analyzed by considering the frequency of purchases and customer loyalty to basic food products sold at UD. Mariani, the research method used is quantitative with a survey approach where data is collected through questionnaires distributed to customers who shop at UD. Mariani, the data analysis technique used is multiple linear regression to test the effect of independent variables on dependent variables. The results of the study indicate that service quality has a positive and significant effect on purchasing decisions, as well as customer satisfaction, which also has a positive effect on purchasing decisions for basic food products. These findings indicate that improving service quality and customer satisfaction can improve purchasing decisions at UD. Mariani, which can ultimately support the sustainability of the company's business. Keywords: <i>Service quality, customer satisfaction, Purchase decision, basic products, UD. Mariani</i>
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INTRODUCTION

Nine Basic Products consists of various food and beverage ingredients that are generally essential for the public. Without these products, people's lives would be disrupted, as it is a basic daily necessity that must be freely available on the market.

UD Mariani is a company engaged in the provision of goods and services as a supplier for various industrial and consumer needs. In its operations, UD Mariani provides a wide range of products needed by various sectors, from industrial raw materials and work tools to specific daily necessities. With market developments and increasingly fierce competition, the company faces several challenges that impact on its operational effectiveness and efficiency.

In today's competitive business world, UD Mariani needs to understand the various factors that influence customer purchasing decisions. One crucial aspect is service quality and customer satisfaction. These two elements are key determinants in building long-term relationships with consumers and increasing their loyalty. UD Mariani, as a provider of basic

products, is faced with the challenge of maintaining optimal service quality to meet customer needs and maintain their satisfaction.

In general, service quality is a benchmark for introducing a company's products to the public and attracting customer interest, thus increasing sales of basic products and other goods. According to Tjiptono (in Indrasari, 2019), "the definition of service quality is the effort to fulfill needs, coupled with consumer desires, and the accuracy of delivery methods to meet customer expectations and satisfaction." According to Kotler and Armstrong (in Indrasari, 2019), "service quality is the totality of the features and characteristics of a product or service that support its ability to satisfy needs, directly or indirectly."

In addition to service quality, customer satisfaction also plays a role in determining purchasing decisions. According to Kotler and Keller (in Emida, Ghalib, and Wahyuni, 2021), customer satisfaction is a feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or service to expectations. Tussakdiah (2021) defines customer satisfaction as a customer's feelings toward a particular type of service. Meanwhile, according to Tanjung and Hidayah (2022), customer satisfaction is a customer's feeling of whether what they expect and what they perceive regarding the quality of service and products they receive matches their perceptions.

Customer purchasing decisions have a very positive impact on UD Mariani. When UD Mariani improves its service quality and customer satisfaction strategies, it will impact consumer interest, thus influencing customer decisions to make purchases at UD Mariani via mobile phone. Many factors influence customer purchasing decisions. One of them is the quality of service and customer satisfaction offered. This presents a challenge for UD Mariani, as it must be able to build relationships with consumers via mobile phone so that UD Mariani can survive and compete with other UD.

Based on the sales data, there was a decline in revenue from January 2024 to December 2024. This figure is down from 2,782 in December 2024. This indicates a decrease in purchasing decisions to 2,088 for UD Mariani Surabaya.

One of the main challenges faced by UD Mariani is inventory management. Unpredictable fluctuations in demand and difficulties in monitoring inventory availability result in frequent stockouts or overstocking, which can lead to customer dissatisfaction and wasteful operational costs. Furthermore, reliance on manual systems for recording and managing inventory leads to a high error rate, hampering timely decision-making.

Furthermore, amidst increasing competition, the need to meet product quality and customer service standards is becoming increasingly pressing. Mismatches between promised quality and what customers receive often erode customer trust and loyalty. Furthermore, inefficient logistics lead to longer delivery times, which impacts order fulfillment delays. To survive and thrive, UD Mariani needs to address these challenges by improving its inventory management system, enhancing customer service, and strengthening its distribution network to meet growing market demand more effectively and efficiently.

Improve the quality of employee-customer interactions, ensuring employees are well-trained when serving customers purchasing groceries at UD Mariani. This will also expedite the transaction process and reduce waiting times. This will help customers avoid queues and waiting times and ensure a more comfortable and hassle-free shopping experience.

UD Mariani also increases customer loyalty and encourages repeat purchases. This system makes customers feel valued and encourages them to continue shopping. UD Mariani

consistently ensures the quality of its staple foods is maintained to ensure customer satisfaction and meets expected standards. Routine product quality checks and collaboration with trusted suppliers help maintain high quality standards.

Based on these issues, the researcher is interested in conducting a study entitled "The Influence of Service Quality and Customer Satisfaction on Purchase Decisions for Basic Products at UD Mariani Surabaya."

Service Quality

According to Manengal (2021), service quality is a dynamic state closely related to products, services, human resources, processes, and the environment that can at least meet or even exceed expected service quality. According to Dzikra (2020), service quality is a strategic system involving all work units or organizational units, from management to employees, to meet customer needs. According to Putri (2020), service quality is the service provided to customers in accordance with established service standards that serve as guidelines for service delivery.

From the explanation above, it can be concluded that service quality is dynamic and involves various aspects, such as products, services, human resources, processes, and the environment, which must meet or even exceed customer expectations.

Purpose of Service Quality

According to Manengal, a company naturally has a purpose in providing service to consumers. The goals of quality service are as follows: to foster consumer trust in the products or services offered; to avoid customer claims; to build customer trust and satisfaction; to ensure that customers feel cared for; and to retain customers.

Factors influencing service quality include: Staff Skills: Staff skills in providing service, whether verbal, written, or gestures/actions; Service Facilities: The tools used to carry out service tasks; Experience: The length of experience employees have had on the job; Compensation: Adequate employee salaries can ensure employees feel their rights are being met and enable them to perform their duties effectively; and Work Environment: A conducive work environment can support service quality.

According to Manengal (2021), service quality is a dynamic state closely related to products, services, human resources, processes, and the environment that can at least meet or even exceed expected service quality. Here are some indicators according to Manengal (2021): Tangibility refers to tangible evidence that can be seen and felt by customers, such as the physical appearance of facilities, equipment, and infrastructure; Reliability is the ability to provide consistent or stable results, reliable and accurate service. In other words, if a measuring instrument is reliable, it will produce similar scores even when tested multiple times under unchanged conditions; Responsiveness is the willingness to help customers and provide prompt service; and Empathy provides genuine and individualized attention to customers.

Customer Satisfaction

According to Kotler and Keller in Emida, Ghalib et al. (2021), customer satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of a product or service against their expectations. According to Tussakdiah (2021), customer satisfaction is a customer's feelings regarding the type of service they receive. According to Tanjung and Hidayah (2022), customer satisfaction is a customer's

feeling of whether the perceived quality of the service or product they receive matches their perceptions.

Based on the explanations of these three experts, it can be concluded that customer satisfaction is the feeling that arises in customers after comparing their expectations with their experience of the product or service they receive.

Purpose of Customer Satisfaction

The purpose of customer satisfaction is to build long-term relationships between companies and customers. Customer satisfaction can be achieved by ensuring customers are satisfied with the products and services provided. Here are some of the goals of customer satisfaction: Customer loyalty, Satisfied customers tend to remain loyal to the brand or company; Spreading word of mouth, Satisfied customers can spread product information to friends, relatives, or anyone else; Building harmonious relationships, Customer satisfaction can create harmonious relationships between companies and customers; Acquiring new customers, Satisfied customers can spread product information to friends, relatives, or anyone else; and Gaining customer willingness to pay a fair price, Satisfied customers tend to be willing to pay a fair price for the product or service provided.

Factors Influencing Customer Satisfaction

According to Putra (2020), several factors influence customer satisfaction. Here are some factors that influence customer satisfaction in general:

1. **Product quality:** A quality product that matches the claims or advertising made indicates a high-quality product. Rational consumers always demand high-quality products, regardless of the sacrifices made to obtain them.
2. **Service quality:** Service quality is the satisfaction consumers receive when they receive good service or service that meets their expectations. Satisfied customers are more likely to purchase the same product or service.
3. **Price:** A product of the same quality but a relatively low price will provide higher value for consumers. This factor significantly influences consumer costs; typically, the more expensive a product, the higher the customer's expectations.
4. **Customer Convenience:** Customers will be more satisfied if it is relatively easy, convenient, and efficient to obtain the product.
5. **Emotional:** Customers will feel proud and confident that others will admire them when using a product from a particular brand, which tends to result in a higher level of satisfaction.

According to Kotler and Keller in Emida, Ghalib et al. (2021), customer satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of a product or service to expectations. Here are some general indicators of customer satisfaction: Repurchase is the repurchase of shares outstanding in the market by a company; Creating word of mouth can be achieved by providing a satisfying customer experience, involving the community, and utilizing social media; Creating a brand image is an effort to build a positive public perception of the company; and Creating repeat purchase decisions for the same company can be achieved by improving product quality, product design, and brand image.

Purchasing Decisions

According to Kotler and Keller (2020), a purchasing decision is a consumer's action in selecting a product to meet their needs and desires. According to Gunawan (2022), a

purchasing decision is a process in which consumers identify a problem and seek information about a particular product or brand. Meanwhile, according to Kholidah and Arifyanto (2020), a purchasing decision is a consumer's decision to purchase a product or service.

Based on the explanation above, it can be concluded that a purchasing decision is the process by which consumers make a purchase decision when they choose to purchase a particular product or service. Therefore, a purchasing decision is the process of selecting several solutions to a problem with concrete follow-up. After the consumer has decided, they then determine their next course of action.

Purpose of Purchasing Decisions

The purpose of a purchasing decision is to satisfy consumer needs and desires for a product. A purchasing decision can also be defined as the process of selecting a product that is perceived as more profitable than other alternatives. The following are some of the purposes of purchasing decisions: Modifying Consumer Behavior, Modifying Consumer Behavior is a way to change consumer behavior by applying learning principles; Informing consumers about the product; Promotion is a marketing activity aimed at introducing a product or service to potential consumers; Persuading or motivating consumers to purchase the product offered can be done through promotions and persuasive techniques; and Reminding consumers about the product to prevent them from switching to another product.

Factors Influencing Purchasing Decisions

Factors influencing purchasing decisions are divided into two categories: internal and external, as follows: Internal factors such as, Motivation is the drive that drives a person to take a certain action; Perception is the process of understanding and giving meaning to information obtained from stimuli; Personality is the innate traits, natural tendencies, and beliefs that make a person unique; Self-concept is a person's views, assessments, and attitudes toward themselves; Learning is the process of interaction between students, educators, and other learning resources in the learning environment.

External Factors: Culture is a way of life passed down from generation to generation and shared by a group of people; Social Class is the grouping of people into social categories based on hierarchy; A social group is a collection of people who interact with each other, share common goals, and share a sense of belonging to a group; A family is a group of people who live together in one house and are related by kinship; and Technology is applied science used to achieve practical goals.

According to Kotler and Keller (2020), purchasing decision indicators are divided into five, as follows: Product Affirmation is a customer's confidence in choosing a product to purchase; Product Purchasing Habits are the behavior of repeatedly purchasing the same product; Providing recommendations to others is providing advice or recommendations to others; and Product choice is the stage consumers go through when choosing a product to purchase.

METHOD

This study employs a quantitative research method with a survey approach to analyze the influence of service quality and customer satisfaction on purchasing decisions for grocery products at UD Mariani Surabaya. The population in this study includes all customers who have made at least one purchase at UD Mariani, while the sample consists of 130 respondents selected using purposive sampling, targeting those aged 30–60 and residing in Surabaya.

Data collection was conducted through structured questionnaires utilizing a Likert scale (1–4) to measure responses to indicators of the three variables: service quality (X1), customer satisfaction (X2), and purchasing decision (Y). The questionnaire was distributed online via Google Forms. The instrument's reliability and validity were tested using standard procedures to ensure consistency and accuracy. The data analysis technique includes descriptive statistics, validity and reliability tests, classical assumption tests (normality and multicollinearity), and multiple linear regression analysis to assess the effect of the independent variables (X1 and X2) on the dependent variable (Y). Hypothesis testing was conducted using t-tests for partial significance, and F-tests for simultaneous influence, while coefficient of determination (R^2) was used to determine the strength of the model. This methodological framework enables the researcher to systematically assess how improvements in service quality and customer satisfaction can significantly enhance purchasing decisions at UD Mariani.

RESULT AND DISCUSSION

Finding

Table 1 Respondents Based on Gender

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	47	36.2	36.2	36.2
	Perempuan	83	63.8	63.8	100.0
	Total	130	100.0	100.0	

Based on Table 1, it can be concluded that the majority of respondents were female (63.8%), while males accounted for 36.2%. This indicates that UD Mariani's consumers are predominantly female, who generally play a decision-making role in purchasing household necessities.

Table 2 Respondents Based on Age

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-30 tahun	60	46.2	46.2	46.2
	31-35 tahun	48	36.9	36.9	83.1
	36-40 tahun	17	13.1	13.1	96.2
	41-45 tahun	4	3.1	3.1	99.2
	>46 tahun	1	.8	.8	100.0
	Total	130	100.0	100.0	

Based on Table 2 above, it can be concluded that the majority of respondents are in the 25–30 age range (46.2%), followed by those aged 31–35 (36.9%). This reflects that the majority of respondents are in the young, productive age group who are economically active and have the potential for consumer behavior.

Table 3. Respondents Based on Profession

		Profesi			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pekerja/Mahasiswa	17	13.1	13.1	13.1
	Pekerja	112	86.2	86.2	99.2
	Lainnya (IRT)	1	.8	.8	100.0
	Total	130	100.0	100.0	

Based on Table 3 above, it can be concluded that the majority of respondents were workers (86.2%), while 13.1% were students/workers, and only 0.8% were housewives/others. This indicates that the majority of grocery buyers at UD Mariani are active workers.

Table 4. Service Quality Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	8

In table 4 above, it can be concluded that the reliability coefficient for the Service Quality variable (X1) > 0.60 , namely 0.920, which means that the research instrument is declared reliable and is suitable to be used as a variable in the measurement of this research.

Table 5 Customer Satisfaction Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.934	8

In table 5 above, it can be concluded that the reliability coefficient for the Customer Satisfaction variable (X2) > 0.60 , namely 0.934, which means that the research tool is shown to be reliable and suitable for use as a variable in measuring this research.

Table 6 Reliability Test of Purchase Decision (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	8

Based on table 6 above, it can be concluded that the reliability coefficient for the Purchase Decision variable (Y) > 0.60 , namely 0.928, which means that the research tool is shown to be reliable and suitable for use as a variable in measuring this research.

Table 7 Monte Carlo Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,44865755
Most Extreme Differences	Absolute	,110
	Positive	,110
	Negative	-,107
Test Statistic		,110
Asymp. Sig. (2-tailed)		,001 ^c
Monte Carlo Sig. (2-tailed)	Sig.	,076 ^d
	99% Confidence Interval	Lower Bound
		Upper Bound
		,069
		,083

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Based on Table 7, the Monte Carlo test results show that the significant value in Monte Carlo Sig. (2-tailed) is 0.76, which is greater than 0.50. This means that the significant value in the Monte Carlo test indicates that the residuals are normally distributed.

Table 8 Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.613	1.526		3.023	.003		
	TOTALX1	.700	.075	.691	9.297	.000	.464	2.153
	TOTALX2	.161	.072	.166	2.232	.027	.464	2.153

a. Dependent Variable: TOTALY

To determine or evaluate the presence or absence of multicollinearity. Based on Table 8 above, the results of the VIF and Tolerance values can be seen. The VIF value for both variables meets the significance requirements with a value of 2.153, greater than 10. Meanwhile, the tolerance value also meets the significance requirements with a value of 0.464, greater than 0.10. Therefore, it can be concluded that the data does not experience multicollinearity between the independent variables for the regression equation.

Table 9 Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.613	1.526		3.023	.003		
	TOTALX1	.700	.075	.691	9.297	.000	.464	2.153
	TOTALX2	.161	.072	.166	2.232	.027	.464	2.153

a. Dependent Variable: TOTALY

Based on Table 9 above, the results of the multiple linear equation calculation in this study are as follows: $Y = 4.613 + 0.700 X1 + 0.161 X2$; Whereas:

$X1$ = Service Quality

$X2$ = Customer Satisfaction

Y = Purchase Decision

The results of the multiple linear equation above indicate that:

1. The Service Quality variable ($X1$) has a coefficient of 0.700, which is a significant value above 0.05, indicating a positive sign. This indicates that Purchase Decision increases with Service Quality.
2. The Customer Satisfaction variable ($X2$) has a coefficient of 0.161, which is a significant value above 0.05, indicating a positive sign. This indicates that Purchase Decision increases with Customer Satisfaction.

Based on the previous regression equation, it can be concluded that the Service Quality variable ($X1$) and Customer Satisfaction variable ($X2$) have a positive effect on Purchase Decision (Y). The Service Quality variable, which has a regression value of 0.700, is higher than Customer Satisfaction ($X2$), and is the most influential factor on Purchasing Decisions.

Table 10 Measurement Results (R) and (R2)

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.821 ^a	.674	.669	1.844	.674	131.135	2	127	.000	1.805

a. Predictors: (Constant), $X2$, $X1$

b. Dependent Variable: Y

- a. The R value is 0.821, indicating a correlation or relationship between the dependent variable, Purchase Decision, and the independent variables, Service Quality and Customer Satisfaction, of 82.1%.
- b. The R Square value is 0.674, meaning that price and product quality can predict purchase decisions by 67.4%, and other variables not examined in this study contribute 32.6%.
- c. The Adjusted R Square value is 0.669, meaning that Service Quality and Customer Satisfaction can explain 66.9% of the Purchase Decision variable, while the remaining 34.1% is accounted for by other variables not examined in this study.
- d. There are two options: using R Square or Adjusted R Square. If there are more than two variables, Adjusted R Square is used. Therefore, the coefficient of determination is 66.9%.

The standard error of the estimate is 1.844, meaning that the level of error of the multiple linear regression model in this study is 1.844.

Table 11 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	892.126	2	446.063	131.135	.000 ^b
	Residual	431.997	127	3.402		
	Total	1324.123	129			

a. Dependent Variable: Y

b. Predictors: (Constant), $X2$, $X1$

Simultaneous testing (F-test) was conducted to determine whether the independent variables (Service Quality and Customer Satisfaction) included in the model jointly influence the dependent variable (Purchase Decision). The simultaneous test was conducted by comparing the calculated F and F-table values with a significant level of 0.05.

Based on the F-test results in Table 11 above, the calculated $F = 131.135 > F\text{-table} = 3.0675$ with a significance level of 0.00, which is lower than the established probability of 0.05. This indicates that the variables Service Quality and Customer Satisfaction influence the Purchasing Decision of UD Mariani Grocery Products.

Table 12 T-Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.613	1.526		3.023	.003	
	X1	.700	.075	.691	9.297	.000	.464
	X2	.161	.072	.166	2.232	.027	.464

a. Dependent Variable: Y

Test Results: Service Quality Has a Positive and Significant Influence on Purchasing Decisions

Based on Table 9, the calculated t-value for the Service Quality variable (X1) is $9.297 > t\text{-table} = 1.978$, with a significance level of 0.00, which is lower than the predetermined probability of 0.05. This demonstrates that Service Quality (X1) has a positive and significant influence. These results indicate that Service Quality has a positive and significant influence on purchasing decisions for basic food products at UD Mariani Surabaya.

Test Results: Customer Satisfaction Has a Positive and Significant Influence on Purchasing Decisions

Based on Table 9, the calculated t-value for the Customer Satisfaction variable (X2) is $2.232 > t\text{-table} = 1.978$, with a significance level of 0.027, which is lower than the predetermined probability of 0.05. This demonstrates that Customer Satisfaction has a positive and significant influence. From these results, it can be concluded that customer satisfaction has a positive and significant influence on purchasing decisions for basic food products at UD Mariani Surabaya.

Discussion

The Influence of Customer Quality on Purchasing Decisions

Based on table 9, the calculated t-value for the Service Quality variable (X1) is $9.297 > t\text{-table} = 1.978$, with a significance level of 0.00, which is lower than the predetermined probability of 0.05. This demonstrates that Service Quality (X1) has a positive and significant effect. These results indicate that Service Quality has a positive and significant effect on purchasing decisions for basic food products at UD Mariani Surabaya.

The Influence of Customer Satisfaction on Purchasing Decisions

Based on Table 9, the calculated t-value for the Customer Satisfaction variable (X2) is $2.232 > t\text{-table} = 1.978$, with a significance level of 0.027, which is lower than the predetermined probability of 0.05. This demonstrates that Customer Satisfaction has a

positive and significant effect. From these results, it can be concluded that Customer Satisfaction has a positive and significant effect on purchasing decisions for basic food products at UD Mariani Surabaya.

The Influence of Service Quality and Customer Satisfaction on Purchasing Decisions

Based on Table 9, the calculated t-value for the Service Quality variable (X1) is $9.297 > t\text{-table} = 1.978$, with a significance level of 0.00, which is lower than the predetermined probability of 0.05. This demonstrates that Service Quality (X1) has a positive and significant effect. From these results, it can be concluded that Service Quality has a positive and significant effect on purchasing decisions for basic food products at UD Mariani Surabaya.

Meanwhile, based on Table 9, the calculated t-value for the Customer Satisfaction variable (X2) is $2.232 > t\text{-table} = 1.978$, with a significance level of 0.027, which is lower than the predetermined probability of 0.05. This demonstrates that customer satisfaction has a positive and significant impact. These results indicate that customer satisfaction has a positive and significant impact on purchasing decisions for basic food products at UD Mariani Surabaya. Therefore, it can be concluded that the variables Service Quality (X1) and Customer Satisfaction (X2) have a positive and significant impact on purchasing basic food products.

CONCLUSION

Based on the research results, the following conclusions can be drawn regarding the influence of service quality and customer satisfaction on purchasing decisions for basic food products at UD. Mariani Surabaya: This study found that service quality has a positive effect on purchasing decisions at UD. Mariani Surabaya. Table 9 shows the calculated t-value for the Service Quality variable (X1) with a calculated t-value of $9.297 > t\text{-table} = 1.978$, with a significance level of 0.00, which is lower than the predetermined probability of 0.05. This demonstrates that Service Quality (X1) has a positive and significant effect. This study found that, based on Table 9, the calculated t-value for the Customer Satisfaction variable (X2) with a calculated t-value of $2.232 > t\text{-table} = 1.978$, with a significance level of 0.027, which is lower than the predetermined probability of 0.05. This can be proven that Customer Satisfaction has a positive and significant effect. From these results, it can be concluded that Customer Satisfaction has a positive and significant effect on the Purchase Decision for Grocery Products at UD Mariani Surabaya. In this study based on table 9, the calculated t value for the Service Quality variable (X1) is $9.297 > t\text{ table} = 1.978$ with a significance level of 0.00, which means it is smaller than the predetermined probability (0.05). And the calculated t value for the Customer Satisfaction variable (X2) is $2.232 > t\text{ table} = 1.978$ with a significance level of 0.027, which means it is smaller than the predetermined probability (0.05). Therefore, it can be concluded that the variables Service Quality (X1) and Customer Satisfaction (X2) have a positive and significant effect on the purchase of grocery products.

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