



**THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON  
CUSTOMER SATISFACTION AT SINAR MAS GOLD JEWELRY STORE**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements for completing Undergraduate  
Program**

**Department of Business Administration Faculty of Social and Political  
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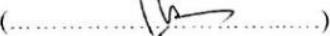
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## **MOTTO & DEDICATION**

**“Wherever Life Plants You, Bloom With Grace”**

With the permission of Allah SWT, I dedicate this thesis to :

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2. Me, myself, and I who always keep going and not giving up on completing this research.
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## **The Effect of Product Quality and Service Quality on Customer Satisfaction at Sinar Mas Gold Jewelry Store**

### **ABSTRACT**

Sinar Mas Gold Jewelry Store is a company engaged in the sale of gold jewelry. The successful key of Sinar Mas Gold Jewelry Store in the field of gold jewelry is focused on customer satisfaction in order to survive and dominate the market. The problem of this research Sinar Mas Gold Jewelry Store has made significant decrease seen from gold sales data from 2015 to 2021. There is consumer complaint arises on product quality and service quality that has been provided on customer in Sinar Mas. In order to improve customer satisfaction, Sinar Mas Gold Jewelry Store trying to provide the kind of products and services superior facilities that aims to satisfy customers. The purpose of this research to determine whether there is an effect of product quality and service quality at Sinar Mas Gold Jewelry Store. The sample was 100 customers of Sinar Mas Gold Jewelry Store that were taken using accidental sampling. Measurement scale with a Likert scale. Data collection by using a questionnaire. While the data analysis technique used was simple and multiple regression analysis.

The results of this study indicate that product quality and service quality have a positive effect partially and simultaneously on the customer satisfaction, where together, the product quality has the greatest influence on the customer satisfaction. Partially, product quality contributed 53.8% to the customer satisfaction, while the service quality contributed 66.9% to the customer satisfaction. Then simultaneously product quality and service quality contributed 71.2% to the customer satisfaction.

Based on these results, it is suggested that Sinar Mas Gold Jewelry Store be able to improve the quality of customer service and products offered to compete and outperform competitors with understanding customer needs and desires. Therefore, it can help Sinar Mas gold jewelry store to expand market share, increase profitability and ensure trade sustainability.

Keywords: Customer Satisfaction, Product Quality, Service Quality

## **FOREWORD**

Alhamdulillah, all praises and thanks to Allah SWT because of the abundance of His mercy and guidance, so that on this occasion the author can complete the thesis with the title “The Effect of Product Quality and Service Quality on Customer Satisfaction at Sinar Mas Gold Jewelry Store”. This thesis was prepared as one of the requirements to complete the undergraduate education at the Business Administration Study Program, Faculty of Social and Political Sciences, Diponegoro University.

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The author admits that there are still many shortcomings in this research thesis limitations, abilities, and knowledge of the author, so far from being perfect. Therefore, constructive criticism and suggestions are always welcome by author.

Semarang, 06<sup>th</sup> April 2023

Author



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