IMPACT OF PRODUCT QUALITY ON LEVEL OF CUSTOMER SATISFACTION IN SLEEPOLIC BANDUNG E-COMMERCE

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ABSTRACT

The objective of this study is to evaluate the effect of product quality on customer satisfaction at Sleepolic e-commerce platform in Bandung and to identify potential strategies for improving customer satisfaction. A descriptive quantitative approach was employed, with data collected through questionnaires distributed to 33 respondents. Data analysis was conducted using simple linear regression with the assistance of SPSS version 30. The analytical procedures included validity testing, t-testing, and coefficient of determination analysis. The findings suggest that higher product quality leads to a positive and significant increase in customer satisfaction. The coefficient of determination indicates that product quality explains 69.9% of the variance in customer satisfaction, while the remaining proportion is attributable to other factors not examined in this study. Based on these findings, it is recommended that Sleepolic enhance its marketing efforts by offering discounts, promotional programs, and customer loyalty initiatives to further improve customer satisfaction and attract a broader customer base.

Keywords: Product Quality; Customer Satisfaction; E-commerce

INTRODUCTION

The internet now plays an important role in people's daily routines (Fitriana & Putri, 2026). Almost all of our activities, such as sharing information, shopping online, and using online transportation services, rely heavily on the internet (Bumbungan, 2025). The development of technology opens up new business opportunities, namely online shops, which make it easier for consumers to buy goods online. In the marketplace, buyers can make payments, see product reviews, and check the credibility of the store. This makes consumers more interested in shopping. One of the most widely used online shop platforms is Shopee.

Shopee is one of the largest digital marketplace platforms in Indonesia with a very high number of users. As an application for buying and selling, Shopee provides a wide selection of items, from clothing to everyday essentials. According to GoodStats research, Shopee is the app with the most total visitors with 158 million visitors in Q1 and 67 million visitors in Q2. This is also reflected in Figure 1, which shows that Shopee had the highest number of e-commerce visits throughout 2023.
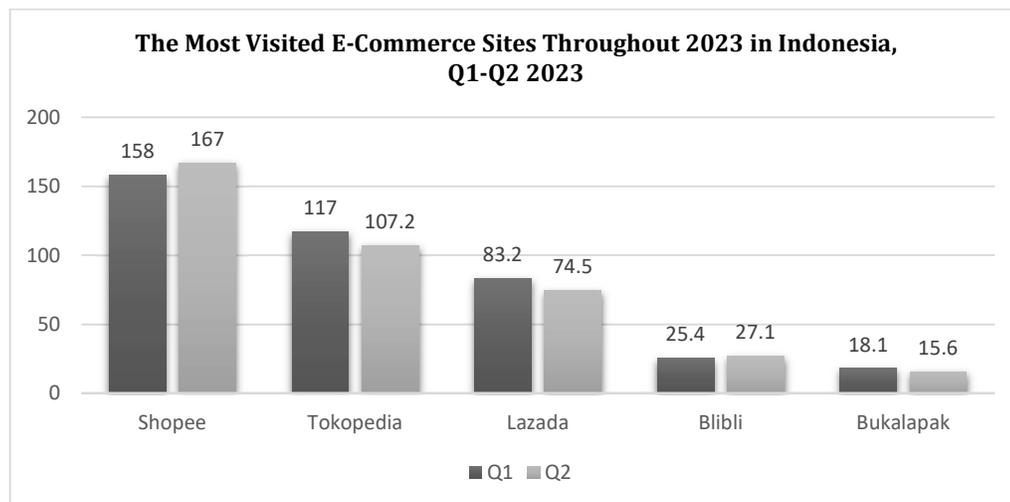
Source: GoodStats, 2023

Figure 1
E-Commerce Platforms with the Most Visits

Sleepolic is an online sore that focuses on fashion, specifically in the sleepwear category for Men and Woman. Sleepolic utilizes the Shopee platform to sell its products. Currently, Sleepolic is running a marketing strategy through the Shopee app with the aim of achieving customer satisfaction. Companies must be commited to providing the best product services, both goods and services, in order to provide satisfaction for consumers. This customer satisfaction is the main indicator of the company's success in creating quality product that are able to meet customer needs and expectations (Sudrartono et al., 2022).

In this study lies in the need to clearly understand whether the product quality offered by Sleepolic through the Shopee platform is able to meet customer expectations and create satisfaction. Although Sleepolic has implemented marketing strategies and actively sells sleepwear products online, there is still uncertainty about how strong the influence of product quality is on customer satisfaction. This issue is important because customer satisfaction can affect repeat purchases, positive reviews, and long-term

business sustainability. Therefore, this research seeks to analyze the influence of product quality on customer satisfaction among Sleepolic consumers on the Shopee platform.

LITERATURE REVIEW

The term Marketing Mix, refers to the collection of elements applied by companies to market their products or services to consumers (Ekonomi, 2025). This marketing mix aims to fulfill customer needs and obtain company goals. According to (Melinasari et al., 2023), marketing activities are grouped into 4 categories, known as the 4Ps, namely products are goods or services offered, prices determine the value of products in the eyes of consumers, promotions to convey information about products, and distribution includes how products are distributed to consumers.

Products are an important part of marketing, which includes goods, services, or ideas offered to fulfill consumer needs. Products have various characteristic, both physically visible, such as shape and size, and invisible, such as brand, quality, and after-sales service. All of these things provide more benefits to consumers and need to be well understood in marketing strategies (Yusri, 2020).

Leading product quality are some of the main aspects that customers expect from companies. The quality of a product indicates how well it meets consumer expectations and delivers satisfaction (Musfirah et al., 2023). According to Tjiptono (2017), cited by (Octavia, 2023), product quality indicators include several important aspects, namely efficiency, longevity, adherence to standards, usability (characteristics), appearance (design), perceived value, and ease of maintenance serviceability).

Customer satisfaction holds significant value in business as it is crucial for the company's sucess. To achieve maximum satisfaction, companies must be sensitive to changes in consumer needs and desires that are constantly evolving (Yuliza et al., 2022). According to Lupiyoadi (2001) in (Harjadi & Arraniri, 2021), there are five key factors that significantly affect the achievement of consumer expectations, namely product quality, service excellence, satisfaction with the use of certain brands, affordable prices, and minimal additional costs.

Based on the initial survey, the author has collected sales data from January to December 2023, as illustrated in the Table 2.

Table 2
Sleepolic Sales Data 2023

No	Month	Number of Products Sold	% Up-Down
1	Jan	22	-
2	Feb	15	-32%
3	Mar	20	33%
4	Apr	16	-20%
5	May	27	69%
6	Jun	22	-19%
7	Jul	58	164%
8	Aug	21	-64%
9	Sep	35	67%
10	Oct	30	-14%
11	Nov	25	-17%
12	Dec	28	12%

Source: Shopee Sleepolic, 2023

According to the sales data presented in the Table 2, it is evident that there is fluctuating sales at Sleepolic Store. Throughout 2023, product sales experienced

considerable changes. Some months, such as July experienced an increase of 164% and May by 69%, showing a significant increase, but there were also drastic decreases, such as August and September by 64% and October and November by 17%. This fluctuation shows instability, which is suspected to be caused by product quality that has not been maximized, thus affecting customer satisfaction. With these considerations, the authors decided to conduct a study entitled "The Impact of Product Quality on the Level of Customer Satisfaction at E-Commerce Sleepolic Bandung." The main purpose of this is to find out how product quality affects customer satisfaction and find suitable solutions to increase that satisfaction through improving product quality.

METHOD

In this study, a quantitative method is applied. This approach uses a systematic procedure to examine phenomena and to identify the relationships among various variables (Soesana et al., 2023). The approach includes gathering measurable data that can be examined using statistical, mathematical, or computational methods (Ph.D. Ummul Aiman et al., 2022). In short, this research method converts data into numbers to analyze the findings obtained (Ali et al., 2022) . This research uses a descriptive method, in which the author only measures how much the presence of variables in a population or sample.

In a study, the population is all groups or aspects of certain characteristics that are the focus of study. This population can be people, objects, events, or other things related to the topic under study (Asrulla et al., 2023). In this study, the authors limit the population only to consumers who have purchased Sleepolic products at least 2 times in the last 1 year. Thus, the total population set is 50 people.

Meanwhile, in quantitative studies, a sample refers to a portion of the population chosen for examination, allowing the findings to be applied to represent the population as a whole (Subhaktiyasa, 2024) . In this research, the sampling technique was applied through the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where is:
n = Required sample quantity
N = Total population
1 = Constant
E = Error range (0,1)

Referring to the calculation using the Slovin formula, the sample size obtained was 33 customers who had purchased products at Sleepolic at least twice in the past year, out of a total of 50 customers who met these criteria. The sample criteria in this study focused on customers who had purchased Sleepolic products, specifically individuals who had made at least two purchases within the past year. The sampling technique applied was purposive sampling. According to Sugiyono (2019), purposive sampling is a method of selecting participants based on specific considerations or predetermined criteria. This means that respondents are chosen intentionally to ensure they meet the requirements elevant to the objectives of the research (Ani et al., 2021).

The validity test is an evaluation that indicates whether the measurement tool or process can reflect the concept being measured. The aim is to determine the validity of the statement or item referring to the comparison of the r-count and r-table values. Data is considered valid if the r-count value is above the r-table (Al Hidayat et al., 2024).

One variable regression analysis intends to examine the linear relationship between an independent variable (X) and a dependent variable (Y), thus allowing the researcher to understand the extent and direction of the relationship. (Montolalu et al., 2021).

The explained variance ration (R^2) it strives to examine the influence of independen variables on the dependent variable (Priyanto & Sudrartono, 2021). In accordance with Ghozali in (Firmansyah & Darmawan, 2021), The t-test is utilized to determine whether each independent variable has a significant impact on the dependent variable. If the computed t value found in the table, or if the significance level falls below the predetermined threshold, then the impact is considered significant.

RESULTS AND DISCUSSION

Sleepolic is an online store that focuses on selling quality sleepwear for men and women since 2016, operating in Bandung and utilizing the Shopee platform. Offering a wide selection of sleepwear that is comfortable, stylish, and made from quality materials, Sleepolic ensures maximum comfort for every customer. With modern designs and complete size variations, Sleepolic is committed to providing an easy shopping experience and on-time delivery.

The results of the questionnaire distributed to 33 customers of Sleepolic Bandung fashion products can be seen through the statements given. Each statement has 5 scoring options: Strongly Agree (SAG) with a score of 5, Agree (AG) with a score of 4, Neutral (NU) with a score of 3, Disagree 5 (DG) with a score of 2, and Strongly Disagree (SDG) with a score of 1. Responses from the questionnaire can be analyzed to evaluate product attributes which include product quality which includes performance, durability, conformance to standards, functionality, appearance, perceived quality, and ease of maintenance. To provide a clearer understanding of how the assessment is structured, Table 3 presents the value criteria along with the product quality score calculation used in this study. This table serves as a reference for determining the interpretation of the total scores obtained from respondents.

Table 3
Value Criteria and Product Quality Score Calculation

Value Criteria	Score	Number of Respondents	Total Score	Total Score for 7 Indicators	Value Range	Description
SAG	5	33	165	1.155	1.115 - 924	Very Good
AG	4	33	132	924	924 - 693	Good
NU	3	33	99	693	693 - 462	Good enough
DG	2	33	66	462	462 - 231	Simply
SDG	1	33	33	231	231 – 0	Bad

Source: Data Processing, 2024

According to the information in Table 3 given, the range of values indicates the quality of the product based on the respondents' assessment. Overall, the data shows the quality of the product from various respondents' perspectives. If the majority of respondents give a high score, then the product is considered excellent. Conversely, if the scores tend to be low, it may indicate that the product requires improvement.

Table 4 show the actual distribution of respondents' answers regarding product quality, so that the assessment results can be seen clearly and compared with the

established criteria. By referring to these criteria, the data in Table 4 provides a clearer picture of how respondents evaluate the product in terms of performance, durability, functionality, and other quality aspects.

Table 4
Respondents' Responses to Product Quality

No	Dimensions	SD	D	N	A	SA	Score
1	Performance	0	0	6	19	8	134
2	Durability	0	1	11	18	3	122
3	Conformance to standard	0	0	3	18	12	141
4	Functionality	0	0	3	19	11	140
5	View	0	0	2	24	7	137
6	Perceived Quality	0	0	2	22	9	139
7	Ease of Maintenance	0	0	2	24	7	137
	TOTAL						950

Source: Data Processing, 2024

According to the data analysis shown in the total product quality score which can be seen through Table 4 reaches 950, which is in the value range of 1,155 - 924, it can be determined that the quality product evaluated by respondents is classified as "Very Good". This shows that Sleepolic products meet or exceed the expectations desired by consumers.

Based on Table 5 provided, the range of scores indicates the level of consumer satisfaction. If some respondents give high scores, then consumers are considered very satisfied. Conversely, if the scores tend to be low, it indicates that customer satisfaction needs to be improved.

Table 5
Value Criteria and Calculation of Consumer Satisfaction Score

Value Criteria	Score	Number of Respondents	Total Score	Total Score for 5 Indicators	Value Range	Description
SAG	5	33	165	825	825 - 660	Very Good
AG	4	33	132	660	660 - 495	Good
NU	3	33	99	495	495 - 330	Good Enough
DG	2	33	66	330	330 - 165	Simply
SDG	1	33	33	165	165 - 0	Bad

Source: Data Processing, 2024

Table 6 is presented to show the distribution of respondents' answers related to consumer satisfaction based on several dimensions, including product quality, services, emotional factors, price, and cost. The purpose of this table is to provide an overview of the level of customer satisfaction with Sleepolic products based on the scores obtained from each dimension.

Table 6
Respondents' Responses to Consumer Satisfaction

No	Dimensions	SD	D	N	A	SA	Score
1	Product Quality	0	0	3	19	11	140
2	Services	0	0	2	18	13	143
3	Emotional	0	0	4	25	4	132
4	Price	0	0	4	21	8	136
5	Cost	0	0	2	18	13	143
							694
	TOTAL						

Source: Data Processing, 2024

Referring to the data analysis shown in Table 6, the total score for customer satisfaction reached 694, as shown in Table 5 in the value range of 825-660, from this, we can deduce that respondents expressed satisfaction because the quality is in the "Very Good" category.

Validity Test of Variable Product Quality
The findings from the validity test for variable Product Quality (X) using SPSS V.30 are presented in Table 7.

Table 7
Result of Validity Test of Variable Product Quality (X)

Variables	Item	r-count	r-table	Description
	I1	0,614		
	I2	0,542		
	I3	0,653		
	I4	0,741		
	I5	0,651		
	I6	0,742		
Product Quality (X)	I7	0,856	0,334	Valid
	I8	0,490		
	I9	0,512		
	I10	0,559		
	I11	0,706		
	I12	0,787		
	I13	0,700		
	I14	0,738		

Source: SPSS Data Processing, 2024

A variable can be considered valid if the significance value does not exceed 0.05 or the rcount value is more than the r-table. Based on these criteria, the variable (X) product quality for statements 1-14 is declared valid. This study shows that every items in the instrument satisfies the criteria for statistical validity, given the r-count value above the r-table (Sudrartono, 2019) . This condition leads to the conclusion that the instrument is valid and able to measure precisely, so it is feasible that it can be used in further studies.

Validity Test of Variable Consumer Satisfaction
The validity test of the level of Customer Satisfaction (Y) were carried out using SPSS V.30, 2024. This is presented in Table 8.

Table 8
Variable Validity Test Result Y

Variables	Item	r-count	r-table	Description
	I1	0,618		
	I2	0,746		
	I3	0,706		
	I4	0,551		
Consumer Satisfaction	I5	0,663	0,334	Valid
(Y)	I6	0,638		
	I7	0,807		
	I8	0,808		
	I9	0,694		
	I10	0,785		

Source: SPSS Data Processing, 2024

Referring to Table 8, the r-count is above the r-table value, which explains that all variable data (Y) customer satisfaction is valid. With the highest r-count value being 0.808 and the lowest being 0.551, the data mentioned is above the r-table value of 0.334. So, the statement instrument used for variable (Y) customer satisfaction can be declared valid as a measuring tool in this study (Aditia et al., 2020).

Simple Linear Regression

This assessment was performed utilizing SPSS V. 30, Table 9 presents the results.

Table 9
Simple Linear Regression

		Undtandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
	(Constant)	5.574	4.551		1.225	.230
1	Quality Product	.626	.079	.818	7.915	<,001

Coefficients

Source: SPSS Data Processing, 2024

The analysis results in Table 9 shows that product excellence has a positive influence on customer satisfaction, in a change of 0.626. To put it differently, enhancing product quality will be lead to an increase in customer satisfaction (Melia, 2021).

Determination Test

The coefficient of determination value obtained through SPSS V.30 as presented in Table 10, show the magnitude of the relationship and contribution of the independent variable to the dependent variable in this study.

Table 10
Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818[a]	.669	.658	2.536

Model Summary

Source: SPSS Data Processing, 2024

Referring to the calculation of Table 10, the determination value is 0.669 or 69.9%, this indicates that the variable (X) the quality of the product accounts for 69.9% of the impact on thw variable (Y) customer satisfaction. In other words, the quality of a product affects customer satisfaction to a degree of 69.9%. The remaining 30.1% is due to a number of factors that were not studied. Conformity to standards is one of the most important criteria that affect product quality (X) on customer satisfaction (Y).

Hypothesis Test T
The t test processing uses SPSS V.30, as shown in Table 11.

Table 11
T-test Results

			One-Sample Test Test Value = 33				
			Significance		Mean Difference	95% Confidence Interval of the Difference	
	t	df	One-Sided P	Two-Sided p		Lower	Upper
Quality Products	25.633	32	<.001	<.001	25.303	23.29	27.31

Source: SPSS Data Processing, 2024

Referring to the findings from the SPSS V.30 output or Table 11, the t-count stands at 25.633, which exceeds the t-table value of 1.693. Additionally, the significance level (Sig.) indicating a value of 0.01, which is below 0.05, H0 is consequently dismissed and Ha is supported, showing that the product quality variable (X) positively affects customer satisfaction (Y). Based on the research findings, as shown in the determination test, it proves a condition where product quality has an impact of 69.9% on customer satisfaction, meanwhile, the other 30.1% is influenced by factors beyond the variables examined. Similar research was also conducted by (Hasanah & Fatmawati, 2023) that product quality affects customer satisfaction.

CONCLUSION AND SUGGESTION
According to the test findings, which investigate how product quality influences customer satisfaction at Sleepolic Bandung's e-commerce platform, the conclusion is: Sleepolic's product quality is very positive. This is evident from the responses of participants who agreed, with a total of 950 points. This suggests that Sleepolic products are able to exceed consumer expectations, outperform competitors, offer reliable durability, and increase consumer loyalty and aesthetic appeal.

Consumer satisfaction with Sleepolic is classified as very good, with a score of 694. This statement indicates that consumers are satisfied with Sleepolic products. The primary factor affecting this level of satisfaction is the product quality categorized as "Very Good".

The analysis of the coefficient of determination indicated that product quality greatly affects customer satisfaction, with the amount of influence reaching 69.9%. This suggests that the quality of a product significantly influences customer satisfaction. Meanwhile, a portion worth 30.1% is affected by aspects not included in the study.

Researchers offer several recommendations that can serve as a guide for the company, including for Sleepolic products to attract a large number of buyers, Sleepolic can offer special discounts or promotions, such as "buy 1 get 1" or discounted prices for the first purchase. Sleepolic can introduce loyalty programs for customers, such as points that can be redeemed for discounts or gifts. This program will encourage consumers to buy again and build long-term relationships with customers.

Further studies are encouraged to incorporate additional variables, such as service quality, price, and customer trust. Service quality is important because the seller's responsiveness, delivery speed, and communication can influence the shopping experience. Price also plays a role since consumers tend to compare prices with other stores before making a purchase. In addition, customer trust is important to examine because in online shopping, a sense of security toward the store, reviews, and reputation greatly affects customer satisfaction.

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