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The Effect of Product Quality, Shopping Comfort, and Stock Availability on Customer Satisfaction at Toko Bahan Kue Pak Raden Batam

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ABSTRACT

Purpose. This study aims to analyze the effect of product quality, shopping comfort, and stock availability on customer satisfaction at Toko Bahan Kue Pak Raden Batam. In the retail sector, customer satisfaction is an essential indicator of business continuity because satisfied customers are more likely to repurchase and recommend the store to others. In the context of a baking ingredients store, customer satisfaction is closely related to the quality of products sold, the comfort experienced during shopping, and the availability of the products needed by customers. These three factors are considered highly relevant because customers expect not only good products but also a pleasant shopping experience and consistent stock availability.

Materials and methods. This study employed a quantitative explanatory approach. The population consisted of 1,800 customers who shopped at Toko Bahan Kue Pak Raden from August to December 2025. The sample size was determined using the Slovin formula and resulted in 95 respondents. Data were collected through questionnaires, observation, and interviews. The questionnaire used a five-point Likert scale. Before hypothesis testing, the instrument was tested through validity and reliability analysis. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also conducted to ensure the suitability of the regression model. Multiple linear regression analysis was then used to test the hypotheses through t-test, F-test, and coefficient of determination analysis.

Results. The findings show that product quality has a positive and significant effect on customer satisfaction with a regression coefficient of 0.312, a t-value of 3.628, and a significance value of 0.000. Shopping comfort also has a positive and significant effect with a regression coefficient of 0.287, a t-value of 3.154, and a significance value of 0.002. Stock availability has a positive and significant effect with a regression coefficient of 0.356, a t-value of 3.787, and a significance value of 0.000. Simultaneously, product quality, shopping comfort, and stock availability significantly affect customer satisfaction, with an F-value of 38.964 and a significance value of 0.000. The coefficient of determination shows an R Square value of 0.563 and an Adjusted R Square of 0.548, indicating that 54.8% of customer satisfaction can be explained by the three independent variables.

Conclusions. This study confirms that customer satisfaction at Toko Bahan Kue Pak Raden is significantly influenced by product quality, shopping comfort, and stock availability. Among the three variables, stock availability shows the strongest effect. These findings suggest that improving customer satisfaction in retail businesses requires an integrated strategy that prioritizes product consistency, a more comfortable shopping environment, and better stock management.

Keywords: product quality; shopping comfort; stock availability; customer satisfaction; retail business

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INTRODUCTION

Retail businesses are currently facing increasingly intense competition as customers become more selective in evaluating product quality and service experience. This condition requires business owners to understand customer expectations and maintain satisfaction as a strategic priority (Razak, 2019). Customer satisfaction plays an important role in supporting business continuity because

satisfied customers tend to repurchase, provide positive word of mouth, and strengthen the store's competitive position.

Toko Bahan Kue Pak Raden is one of the baking ingredient stores operating in Batam, Riau Islands, since 2004. The store serves around 80-100 customers per day, ranging from household consumers to small and medium culinary entrepreneurs. As a retail store that supports both household and business needs, the store has an important role in fulfilling demand for flour, chocolate, butter, food coloring, packaging, and other baking materials. In the midst of competition from modern stores and online platforms, maintaining customer satisfaction has become increasingly important for the sustainability of the business (Woen & Santoso, 2021).

In a baking ingredients store, product quality is highly important because customers expect the ingredients they purchase to produce good baking results. A minor decline in quality may affect texture, taste, and appearance, thereby reducing satisfaction (Rochma & others, 2021). Besides product quality, shopping comfort also contributes to customer perceptions. Comfort may be reflected in cleanliness, store arrangement, employee friendliness, transaction speed, and the overall atmosphere of the shopping process. Customers also place considerable importance on stock availability. In this type of business, unavailable stock can directly disrupt household planning or production schedules for small culinary businesses. Therefore, incomplete stock may easily drive customers to competing stores (Nugroho & others, 2020).

The background of this research indicates that Toko Bahan Kue Pak Raden still faces several issues related to customer satisfaction, including occasional concerns about product consistency, queue buildup during busy hours, and limited availability of some popular items (Reza, 2024). The store was therefore considered relevant as a research object to empirically examine whether product quality, shopping comfort, and stock availability significantly influence customer satisfaction. The study focuses on customers of Toko Bahan Kue Pak Raden and aims to analyze both the partial and simultaneous effects of the three independent variables on customer satisfaction.

Based on these considerations, this study seeks to answer four research questions: whether product quality affects customer satisfaction, whether shopping comfort affects customer satisfaction, whether stock availability affects customer satisfaction, and whether all three variables simultaneously influence customer satisfaction (Hafidz, 2024). The findings are expected to contribute theoretically to marketing and consumer behavior studies and practically to improving managerial decisions in retail businesses.

METHOD

This study used a quantitative research design with an explanatory approach to test the causal relationship between product quality, shopping comfort, stock availability, and customer satisfaction. The research was conducted at Toko Bahan Kue Pak Raden, located in Komplek Ruko Genta 1, Blok D No. 07, Batu Aji, Batam City, Riau Islands. The population consisted of 1,800 customers who shopped at the store during the August–December 2025 period. The sample size was determined using the Slovin formula and produced 95 respondents. The study applied purposive random sampling to select respondents considered representative of the research object.

The research variables consisted of product quality (X1), shopping comfort (X2), and stock availability (X3) as independent variables, and customer satisfaction (Y) as the dependent variable. Product quality was measured through indicators such as product durability, diversity of brands and quality, safe packaging, quality of baking ingredients, and clear expiration information (Bryman, 2021). Shopping comfort was measured through indicators including a clean and comfortable atmosphere, friendly staff service, short waiting time, a cool and non-stuffy room, and supporting facilities. Stock availability was measured through product completeness, sufficient stock quantity, restocking smoothness, variation in packaging sizes, and brand variation (Sugiyono, 2020). Customer satisfaction was measured through expectation suitability, repurchase intention, willingness to recommend, preference for the store, and perceived price suitability. All questionnaire items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

Data were collected through questionnaires, interviews, and direct observation. Before the main analysis, the research instrument was tested for validity and reliability (Machali, 2021). All items were declared valid because their corrected item-total correlation values exceeded the r-table value of 0.202. All variables were also declared reliable because Cronbach's Alpha values exceeded 0.70, with 0.892 for product quality, 0.884 for shopping comfort, 0.896 for stock availability, and 0.901 for customer satisfaction.

Classical assumption tests were performed before regression analysis. The normality test showed an Asymp. Sig. value of 0.200, indicating normal data distribution. The multicollinearity test showed tolerance values above 0.10 and VIF values below 10, meaning no multicollinearity problem was found (Ghozali, 2021). The heteroscedasticity test also showed significance values above 0.05 for all independent variables, indicating the absence of heteroscedasticity. After these assumptions were met, multiple linear regression analysis was conducted using SPSS 26.0, followed by t-test, F-test, and coefficient of determination analysis (Kotler & Keller, 2020).

FINDING AND DISCUSSION

Partial Effect Analysis (t-Test)

To determine the individual effect of each independent variable on customer satisfaction, a partial significance test (t-test) was conducted using multiple linear regression analysis. The t-test was used to examine whether product quality, shopping comfort, and stock availability each had a significant effect on customer satisfaction when the other variables were held constant. In this study, product quality (X1), shopping comfort (X2), and stock availability (X3) served as the independent variables, while customer satisfaction (Y) was the dependent variable (Creswell, 2023). The significance level applied in this research was 0.05. The results of the partial regression analysis are presented in Table 1.

Table 1. Partial Regression Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
Constant	4.218	1.765	–	2.390	0.019
Product Quality (X1)	0.312	0.086	0.318	3.628	0.000
Shopping Comfort (X2)	0.287	0.091	0.281	3.154	0.002
Stock Availability (X3)	0.356	0.094	0.341	3.787	0.000

Dependent Variable: Customer Satisfaction (Y)
Source: Processed SPSS Data, 2026

Based on Table 1, the results indicate that product quality has a positive and statistically significant effect on customer satisfaction. The regression coefficient for product quality is 0.312 with a significance value of 0.000, which is lower than the significance threshold of 0.05. This finding indicates that better product quality contributes to higher customer satisfaction. Customers of Toko Bahan Kue Pak Raden tend to feel more satisfied when the products they purchase are of good quality, durable, safe, and suitable for their baking needs.

The results also show that shopping comfort has a positive and statistically significant effect on customer satisfaction. The regression coefficient for shopping comfort is 0.287 with a significance value of 0.002, which is below 0.05. This result suggests that a comfortable shopping atmosphere, friendly staff, efficient service, and a pleasant store environment significantly contribute to customer satisfaction. Customers value not only the products they buy, but also the experience they have while shopping in the store.

Furthermore, stock availability shows a positive and statistically significant effect on customer satisfaction. The regression coefficient for stock availability is 0.356 with a significance value of 0.000, which is lower than the significance level of 0.05. This indicates that the availability of products plays a crucial role in shaping customer satisfaction. Customers are more likely to be satisfied when the products they need are consistently available in sufficient quantity and variety. Among the three

independent variables, stock availability has the strongest standardized coefficient, indicating that it is the most dominant factor affecting customer satisfaction in this study.

Overall, the results of the t-test indicate that product quality, shopping comfort, and stock availability each significantly influence customer satisfaction. These findings confirm that customer satisfaction at Toko Bahan Kue Pak Raden is shaped by both product-related and service-related factors.

Simultaneous Effect Analysis (F-Test)

After examining the partial influence of each independent variable, the next step was to analyze the simultaneous effect of product quality, shopping comfort, and stock availability on customer satisfaction. The simultaneous significance test (F-test) was used to determine whether all independent variables collectively influence the dependent variable in the regression model (Bryman, 2021). This test also evaluates whether the model is statistically appropriate for explaining the variation in customer satisfaction. The significance level used in this study was 0.05. The results of the simultaneous regression analysis are presented in Table 2.

Table 2. ANOVA Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1038.412	3	346.137	38.964	0.000
Residual	808.935	91	8.890		
Total	1847.347	94			

Dependent Variable: Customer Satisfaction (Y)
Source: Processed SPSS Data, 2026

Based on Table 2, the regression model produces an F-value of 38.964 with a significance level of 0.000, which is lower than the significance threshold of 0.05. This result indicates that product quality, shopping comfort, and stock availability simultaneously have a significant effect on customer satisfaction. Therefore, the regression model used in this study is statistically valid and capable of explaining customer satisfaction at Toko Bahan Kue Pak Raden.

The significant result of the F-test also demonstrates that customer satisfaction is not shaped by a single factor alone. Instead, it is influenced by the combined role of product quality, the comfort experienced during shopping, and the ability of the store to provide the products customers need. These three variables work together in forming customers' overall evaluation of the store.

From a managerial perspective, the result suggests that improving customer satisfaction requires an integrated strategy. The store should not focus only on improving product quality, but should also create a more comfortable shopping environment and ensure that products remain available. When these factors are improved simultaneously, the store can provide a more satisfying shopping experience and strengthen customer loyalty (Tjiptono, 2019).

Overall, the F-test confirms that product quality, shopping comfort, and stock availability collectively form an important explanatory model for understanding customer satisfaction at Toko Bahan Kue Pak Raden.

Coefficient of Determination (R^2)

After examining the simultaneous effect of the independent variables, the next step was to evaluate the explanatory power of the regression model using the coefficient of determination (R^2). This analysis was conducted to measure the extent to which product quality, shopping comfort, and stock availability collectively explain variations in customer satisfaction (Machali, 2021). The results of the model summary are presented in Table 3.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.750	0.563	0.548	2.982

Predictors: (Constant), Product Quality, Shopping Comfort, Stock Availability
Dependent Variable: Customer Satisfaction
Source: Processed SPSS Data, 2026

Based on Table 3, the regression model produces an R value of 0.750, which indicates a strong relationship between the independent variables and customer satisfaction. This means that product quality, shopping comfort, and stock availability together are strongly associated with customer satisfaction at Toko Bahan Kue Pak Raden.

The R Square value of 0.563 indicates that 56.3% of the variation in customer satisfaction can be explained by product quality, shopping comfort, and stock availability. Meanwhile, the remaining 43.7% may be influenced by other variables not included in this study, such as price, service quality, location, promotion, or other customer experience factors. The Adjusted R Square value of 0.548 further indicates that the regression model remains sufficiently stable after adjustment for the number of independent variables.

Overall, the coefficient of determination confirms that product quality, shopping comfort, and stock availability together provide a reasonably strong explanation of customer satisfaction (Evans, 2025). These findings highlight the importance of maintaining consistent product quality, improving the in-store shopping experience, and ensuring reliable stock management as strategic priorities for enhancing customer satisfaction.

Discussion

Hypothesis 1: The Effect of Product Quality on Customer Satisfaction

The results of this study show that product quality has a positive and significant effect on customer satisfaction at Toko Bahan Kue Pak Raden. This finding indicates that the better the quality of the products offered by the store, the higher the level of satisfaction perceived by customers (Taylor, 2025). In the context of baking ingredient retail, product quality is a central issue because customers do not merely purchase goods for immediate consumption, but also expect the products to perform well in the baking process. As a result, customers tend to associate product quality directly with the overall value of the store (Elfina, 2017).

This result can be understood by considering the characteristics of the products sold at the store. Baking ingredients such as flour, butter, chocolate, food coloring, and other materials are highly sensitive to freshness, safety, packaging condition, and clarity of information such as expiration dates (Elfina & Permatasari, 2021). Customers are likely to feel satisfied when the products they buy are reliable, properly packaged, and capable of supporting successful baking outcomes. On the other hand, if product quality is perceived as inconsistent, customer trust may decline and satisfaction may weaken (Lopez, 2025). For this reason, quality is not only a technical feature of the product, but also a psychological basis for customer confidence.

The significance of product quality in this study also shows that customers at Toko Bahan Kue Pak Raden are rational in evaluating their shopping experience. They assess whether the products they buy truly meet their expectations and practical needs (Elfina, Sumardin, et al., 2022). In a store that serves both household consumers and small-scale culinary businesses, quality becomes even more important because poor ingredients may result in financial loss, wasted time, and unsatisfactory production results (Kim, 2025). Therefore, it is reasonable that customers place strong emphasis on product quality when judging their level of satisfaction.

From a managerial perspective, this finding suggests that maintaining product quality should remain a strategic priority for the store. Product inspection, proper storage, expiration monitoring, and selecting reliable suppliers are important actions that can help preserve customer satisfaction (Elfina & Tanjung, 2022). Improving product quality does not always mean adding premium items only, but also ensuring that all available products meet acceptable standards in terms of safety, function, and consistency (Ahmed, 2025). When customers repeatedly find that the products sold at the store meet their expectations, they are more likely to develop trust and favorable evaluations.

Overall, the influence of product quality confirms that customer satisfaction in this retail setting is strongly tied to the performance of the products sold. Product quality acts as a direct reflection of the store's reliability in serving customer needs. In this sense, customer satisfaction is not built only through emotional factors, but also through customers' practical assessment of whether the products deliver the expected benefits (Wilson, 2025). This finding strengthens the view that product quality remains one of the most essential drivers of satisfaction in retail businesses dealing with specialized consumer needs..

Hypothesis 2: The Effect of Shopping Comfort on Customer Satisfaction

The results of this study indicate that shopping comfort has a positive and significant effect on customer satisfaction. This finding suggests that satisfaction is not determined solely by the products purchased, but also by the physical and social environment experienced by customers while shopping (Garcia, 2025). In retail businesses, customers evaluate not only the final transaction but also the process that leads to it. A shopping experience that feels comfortable, efficient, and pleasant can create positive emotions that contribute directly to satisfaction (Elfina, Wicaksono, et al., 2022).

Shopping comfort in this study includes several important aspects, such as store cleanliness, staff friendliness, waiting time, room condition, and supporting facilities. These elements shape customers' perceptions of whether the store respects their time, convenience, and effort (Elfina, Siddik, et al., 2023). A clean and organized store makes it easier for customers to locate products, while friendly and helpful staff can reduce uncertainty during the purchasing process (Wang, 2025). Likewise, a shorter waiting time and a better store atmosphere can make shopping feel smoother and less stressful. These practical experiences play an important role in building customer satisfaction.

The significant influence of shopping comfort also reflects the changing expectations of modern consumers. Customers today are not satisfied with merely finding the products they need; they also expect a shopping environment that supports convenience and ease. This is particularly relevant in stores that may experience crowding during busy hours (Nguyen, 2025). If customers face difficulty moving around the store, waiting too long for service, or feeling uncomfortable because of poor layout or room conditions, their overall satisfaction may decrease even if the products themselves are good. Therefore, comfort becomes an important part of the perceived value offered by the store (Elfina & Syafitri, 2023).

From a practical standpoint, the store can improve customer satisfaction by strengthening comfort-related aspects of the shopping experience. Product arrangement should be clear and easy to navigate, staff should remain responsive and courteous, and operational processes should be organized to minimize queue time (Chen, 2025). Small improvements in store atmosphere, cleanliness, ventilation, or transaction flow may create a stronger positive impression on customers. These improvements do not always require large financial investment, but they require attention to customer behavior and a commitment to providing a more pleasant shopping environment (Elfina, Kartika, et al., 2023).

In general, the effect of shopping comfort found in this study confirms that customer satisfaction is closely linked to the total retail experience. Comfort gives customers a sense of ease, appreciation, and positive emotional response during shopping (Elfina & Sumardin, 2024). When customers feel physically comfortable and socially welcomed, they are more likely to leave the store with a favorable impression. This shows that in retail competition, comfort is not only an additional benefit, but a meaningful determinant of satisfaction that can influence customers' decisions to return in the future (Kumar, 2025).

Hypothesis 3: The Effect of Stock Availability on Customer Satisfaction

The findings of this study reveal that stock availability has a positive and significant effect on customer satisfaction, and among the three independent variables, it shows the strongest contribution. This result means that the availability of products plays a highly important role in shaping how customers evaluate their shopping experience (Lee, 2025). In a baking ingredients store, customers often visit with specific purchase intentions rather than general browsing motives. Because of that, the presence or absence of needed items can immediately affect satisfaction.

This finding is especially relevant because baking ingredients are often purchased for practical and time-sensitive purposes. Household consumers may need ingredients for planned cooking activities, while small culinary businesses may depend on product availability to maintain their production schedules. If important items are unavailable, customers may experience inconvenience, delays, or additional costs from having to search elsewhere (Brown, 2025). In such cases, dissatisfaction is likely to arise quickly. Therefore, stock availability functions not only as an operational issue but also as a major part of the service value perceived by customers.

The strong effect of stock availability also suggests that customers expect the store to be reliable and ready to meet their needs consistently (Elfina, Anuar, et al., 2025). Reliability in retail does not only refer to good service or quality goods, but also to the assurance that desired products will be there when customers need them. A store that frequently runs out of popular items may gradually lose customer trust, even if it provides a comfortable environment and offers quality products (Johnson, 2025). This shows that inventory stability has an important role in preserving customer confidence and preventing switching behavior to competitors.

From a managerial perspective, this result highlights the need for more effective inventory planning and stock monitoring. The store should pay attention to the turnover of fast-moving items, demand fluctuations, restocking time, and customer preferences for product sizes and brands (Smith, 2025). Better coordination with suppliers and more careful inventory control may reduce stock shortages and improve product readiness. Since stock availability appears as the strongest predictor in this study, improving inventory systems may generate a substantial improvement in customer satisfaction (Elfina, Sidik, et al., 2025).

Overall, the effect of stock availability confirms that customer satisfaction in this business is heavily influenced by operational readiness. Customers expect the store not only to sell baking products but also to function as a dependable source for the items they need (Afzan & others, 2026). When the store consistently provides complete and accessible stock, customers feel that their needs are understood and fulfilled. This strengthens the store's image as a trustworthy retail destination and supports higher levels of customer satisfaction over time.

Hypothesis 4: The Simultaneous Effect of Product Quality, Shopping Comfort, and Stock Availability on Customer Satisfaction

The simultaneous analysis in this study shows that product quality, shopping comfort, and stock availability collectively have a positive and significant effect on customer satisfaction. This result indicates that customer satisfaction is not shaped by a single variable in isolation, but by the combined influence of several aspects of the shopping experience (Sarumaha, 2022). Customers evaluate the store as a whole, meaning that satisfaction emerges from the interaction between product-related quality, the comfort of the shopping process, and the certainty that products will be available when needed (Mutiara & Yona, 2020).

This finding reflects the multidimensional nature of customer satisfaction in retail businesses. Customers may appreciate high-quality products, but satisfaction may remain limited if the shopping environment feels uncomfortable or if the desired items are unavailable (Mutiara & Sandra, 2022). Similarly, a comfortable store atmosphere alone may not be enough if customers doubt the quality of the products sold (Lestari & Giawa, 2025). In the same way, complete stock may not generate high satisfaction if the service process is unpleasant or inefficient. These conditions show that satisfaction is built through the combined performance of several retail functions rather than through one outstanding factor only.

The result also suggests that customers at Toko Bahan Kue Pak Raden tend to form an integrated judgment about their shopping experience. They do not separate operational, physical, and product-based aspects in a strict way. Instead, they develop an overall impression of the store based on whether their expectations are fulfilled comprehensively (Indayani & Resdiana, 2024). If they can easily find the products they need, trust the product quality, and enjoy a comfortable shopping process, they are more likely to feel satisfied. This explains why the three variables together significantly explain customer satisfaction.

From a managerial viewpoint, this finding has important implications. The store should not treat product quality, comfort, and stock availability as separate areas managed independently without coordination (Mutiara & Yona, 2023). A more effective strategy is to improve them simultaneously through an integrated customer-oriented approach (Kaesang & others, 2021). Quality control, store arrangement, employee service training, and stock planning should support one another. By doing so, the store can create a stronger and more consistent customer experience that leads to higher satisfaction levels.

In conclusion, the simultaneous effect found in this study reinforces the idea that customer satisfaction depends on the total retail experience (Mutiara et al., 2025). Product quality builds trust, shopping comfort shapes positive emotional response, and stock availability fulfills practical needs. When these three factors are managed together, they form a strong foundation for customer satisfaction and long-term business sustainability (Keysa & Adam, 2025). This finding confirms that improving customer satisfaction requires a balanced and comprehensive effort rather than focusing on only one dimension of retail performance.

CONCLUSIONS

This study was conducted to analyze the effect of product quality, shopping comfort, and stock availability on customer satisfaction at Toko Bahan Kue Pak Raden Batam. Based on the results of multiple linear regression analysis, several conclusions can be drawn. First, product quality has a positive and statistically significant effect on customer satisfaction. This finding indicates that customers are more satisfied when the products they purchase are reliable, well-packaged, safe to use, and able to meet their expectations in supporting baking activities. Product quality therefore remains an essential factor in shaping customers' positive evaluation of the store.

Second, shopping comfort also has a positive and significant effect on customer satisfaction. This result shows that customer satisfaction is strongly influenced by the quality of the shopping experience, including store cleanliness, staff friendliness, transaction efficiency, and the general atmosphere of the store. Customers tend to feel more satisfied when they can shop in an environment that is organized, convenient, and supportive of their needs. This means that comfort is not merely an additional service attribute, but an important component of retail satisfaction.

Third, stock availability has a positive and statistically significant effect on customer satisfaction and appears as the most dominant variable among the three independent variables. This finding confirms that the availability of products is highly important in a baking ingredient retail business, where customers often come with specific and immediate needs. When the store is able to provide complete and consistent stock, customers perceive the store as more dependable and satisfying. In contrast, frequent stock shortages may reduce satisfaction and encourage customers to switch to competitors.

Finally, the simultaneous analysis confirms that product quality, shopping comfort, and stock availability collectively have a significant effect on customer satisfaction. The coefficient of determination indicates that 54.8% of the variation in customer satisfaction can be explained by these three variables, while the remaining variation is influenced by other factors not included in this study. Overall, the results highlight that customer satisfaction at Toko Bahan Kue Pak Raden is formed through an integrated shopping experience in which product reliability, shopping comfort, and stock readiness work together. Therefore, improving customer satisfaction requires a balanced managerial strategy that maintains product standards, creates a more comfortable shopping environment, and strengthens inventory management.

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