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The Effect of Service Quality and Consumer Trust on Consumer Satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City

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Abstract

The purpose of this study is to determine the influence of service quality and consumer trust on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City. The method used is quantitative**.** The sampling technique used the slovin formula and a sample of 98 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is consumers of Aisha Pet Shop, Cirendeu, South Tangerang City and the number of saturated samples amounted to 98 respondents. The method of data collection is through questionnaires with *a likert scale*, observation, and literature study. The results of this study are that the quality of service has a significant effect on consumer satisfaction with a determinationcoefficient of 43.5% and the hypothesis test was obtained t > t table or (8,602 > 1,985). Consumer confidence had a significant effect on consumer satisfaction with a determinationcoefficient of 39.3% and a hypothesis test obtained t > t table or (7,887 > 1,985). The quality of service and consumer trust simultaneously had a significant effect on consumer satisfaction with the regression equation Y = 6.539 + 0.449X1 + 0.387X2, nii the determination coefficient was 55.9% while the remaining 44.1% was influenced by other factors. The hypothesis test obtained the value *of* $F_{calculated} > F_{table}$ or (60.236 > 2.700).

Keywords: Quality of Service; consumer trust; Consumer Satisfaction.

INTRODUCTION

The Petshop business is now one of the promising business opportunities, especially in urban areas. There are so many animal lovers who are willing to spend money to give their best just for the comfort and welfare of their beloved pets. This form of attention is not only feeding and caring, but also includes regular grooming while beautifying the appearance of their beloved pet.

In an effort to satisfy consumers and maintain their loyalty, service quality and consumer trust are a crucial aspect that affects the level of consumer satisfaction. The quality of customer service at Aisha Pet Shop in Cirendeu, South Tangerang City not only includes physical aspects such as store cleanliness and product availability, but also includes services provided by staff, such as speed of service, friendliness, and knowledge about products and pet needs.

Consumer satisfaction is the result of an evaluation of the shopping experience, which is not only influenced by the products offered, but also by the quality of service and the level of trust. Therefore, it is important for Aisha Pet Shop owners to understand the relevance of service quality and consumer trust related to consumer satisfaction, in order to increase consumer loyalty and competitiveness in an increasingly competitive market. The following is Aisha Pet Shop's revenue or *turnover* data for the 2020-2024 period as follows:

Table 1. Aisha Pet Shop Sales Data in 2020-2024

Year	Income (Rp)			Remarks
	Target IDR	Realization IDR	Present %	
2020	450.000.000	419.360.000	93,19 %	Not Achieved
2021	455.400.000	292.750.500	64,28%	Not Achie

				ved
2022	460.864.800	370.970.700	80,49%	Not Achieved
2023	466.395.178	319.450.000	68,49%	Not Achieved
2024	471.991.920	305.250.000	64,67%	Not Achieved

Source : Aisha Pet Shop, (2024)

Based on the data in the table above, in the 2020-2024 period, Aisha Pet Shop's revenue has experienced fluctuating developments. In 2020, the revenue or *turnover* obtained was Rp. 419,360,000 or only reached 93.19% of the target that had been set.

Then in 2021 the revenue condition decreased from the previous year which could only be achieved at Rp. 292,750,500 or only reached 64.28% of the set target. Furthermore, in 2022 the revenue condition increased from the previous year, which was IDR 370,970,700 or only reached 80.49% of the set target. After that, in 2023, the return income has decreased to only Rp. 319,450,000 or only reached 68.49% of the set target. Next, in 2024, the condition of income will again decline again from the previous year which only reached Rp. 305,250,000 or only reached 64.67% of the target that had been set.

To be able to retain existing consumers and increase the number of consumers, Aisha Pet Shop should have a strong marketing strategy in marketing products so that it can survive in the business competition of the service industry. Business competition in this sector is no longer solely oriented on how to increase revenue but also must be oriented towards how to satisfy consumers and create loyal consumers.

However, the conditions that occurred during the 2020-2024 period are precisely the number of consumers who come to Aisha Pet Shop to take care of the number of fluctuations tending to decrease, this is as per the data in the following table:

Table 2. Data on the Number of Aisha Pet Shop Consumers for the 2020-2024 Period

Month/ Year	Number of Consumers				
	2020	**2021**	**2022**	**2023**	**2024**
January	510	545	601	570	519
February	519	557	573	549	531
March	527	539	561	557	529
April	520	528	603	579	541
May	531	548	574	568	537
June	536	559	605	561	551
July	527	529	569	559	532
August	533	525	561	563	527
September	522	531	557	567	530
October	517	519	568	552	522
November	528	523	560	547	536
December	525	531	566	553	532
Quantity	**6.295**	**6.434**	**6.898**	**6.725**	**6.387**

Source : Product sales data at Aisha Petshop in 2020-2024

The data presented is in accordance with the table above, the total number of consumers who came to Aisha Pet Shop for 5 years (2020-2024) faced fluctuating changes with a downward direction. In 2020, the total number of consumers reached 6,295 consumers. Then in 2021, the total number of consumers experienced a slight increase from the previous year which was able to reach 6,434 consumers. Furthermore, in 2022, the total number of consumers increased again from the previous year which was able to reach 6,898 consumers. Furthermore, in 2023 the total number of consumers has decreased from the previous year which only reached 6,725 consumers, and in 2024 the total number of consumers has decreased from the previous year which only reached 6,387 consumers.

In addition to empirical data related to satisfaction, the author also conducted a presurvey with the results of pthere is an indicator of "Emotions (Affective)", especially the statement that Aisha Pet Shop provides real care benefits to consumers, who give a good response as much as 80.0% but the other 20.0% still consider it still not good. Furthermore, for the indicator "Action (Konatif)", especially the statement that Every consumer will do *a treatment*, Aisha Pet Shop is always the

choice of consumers, who give good responses as much as 83.3% and consumers who give negative responses as much as 16.7%. Furthermore, in the Action indicator with willingness to buy it, Aisha Pet Shop which gave a good response was only 80.0% and consumers who gave a poor response 20.0%.

In this study, consumer satisfaction refers to the opinion of Ferrinadewi (2021:353) who argues that "consumer satisfaction is a consumer assessment of the features of products or services that succeed in fulfilling needs at a pleasant level, both below and above expectations". Furthermore, Ferrinadewi (2021:353) uses satisfaction indicators consisting of: a) Cognitive (Knowledge), b) Affective (Emotions), c) Conative (Action).

Based on the explanation related to consumer dissatisfaction, the author suspects that there are several aspects that have the potential to have an impact on consumer satisfaction, including the lack of service quality. Service quality is an indicator or benchmark to evaluate the performance of services provided to consumers. The large number of Petshop businesses causes high competition for Petshop in retaining its consumers, therefore Petshop should be able to use a strong business strategy and the right market analysis, namely with the ability to interact together and the ability to interact relationally, therefore Aisha Pet Shop not only sells accessories, cat and dog food but also provides *grooming* services to achieve maximum results.

Based on the observations made by the author, Aisha Pet Shop in Cirendeu, South Tangerang City, there are still several phenomena that are still imperfect in several indicators so that if the right handling is not carried out, it can result in consumers being dissatisfied.

In "physical evidence" indicators such as the Petshop space is felt to be less spacious and the parking lot is also less spacious and inadequate, this can make it difficult for consumers to find a parking lot for their vehicles when it is full of consumers which often happens usually on holidays. Furthermore, on "empathy" indicators such as the unfriendly attitude of employees to consumers who are making purchases. Next on indicators of responsiveness such as employees who are not quick in handling complaints from consumers who should be able to handle and resolve complaints properly. Then on "reliability" indicators such as the uncertainty of product availability. After that, on such "guarantee" indicators, there is no guarantee that *grooming services* are carried out to a good standard.

In addition to service quality, the consumer trust factor is also suspected to be the cause of the decline in sales. Consumer trust is a form of confidence owned by consumers in the business, product, service, or service offered by the company. These beliefs include the function, benefits, and quality of the product or service itself. Trust arises from repeated perception, as well as learning and experience. Trust is a key variable in developing a strong desire to maintain a long-term relationship.

In this study, service quality refers to the opinion of Kotler (2020:59) who argues that "service quality is the level of excellence that is expected and the control of that level of excellence to meet customer desires". As for Kotler (2020:59) explained that there are 5 (five) indicators of service quality, including: a) Physical evidence, b) Empathy, c) Responsiveness, d) Reliability, e) Certainty.

To be able to maintain consumer loyalty does not only depend on the satisfaction felt by the consumer, but more than that trust is a key intermediary in building a successful exchange relationship to build high consumer loyalty. Trust is built between parties who do not know each other well in the process of interaction and transactions (Palandi, Mangantar, & Raintung, 2023).

Consumer trust also plays a crucial role in forming a good relationship between Aisha Pet Shop and consumers. Consumers who believe that Aisha Pet Shop provides safe, quality, and reliable products are more likely to shop repeatedly and offer others to shop at Aisha Pet Shop. This trust is closely related to the aspects of transparency, honesty, and previous consumer experience of the services provided.

In an effort to strengthen

consumer trust, the company develops service quality by providing superior, anticipatory, and ideal service and then creating a better impression, the goal is to build consumer trust optimally in accordance with their expectations that they can encourage the emergence of interest in making purchases, so as to create a harmonious relationship between product or service providers and their consumers.

In this study, consumer trust uses Ridwan's theory in Montolalu, B. M., Ogi, I. W., & Raintung, M. C. (2024:156) argues that "consumer trust is the belief that a company will fulfill its promises and behave in accordance with moral standards and principles held". In more detail, the indicators of consumer trust according to Ridwan in Montolalu, B. M., Ogi, I. W., & Raintung, M. C. (2024:156) include: a) Perception of integrity, b) Perception of goodness, c) Perception of competence, d) Predictability (consistency)

Based on the author's survey, there are several problems that need to be improved by the company. From theperception of the intergitas often Aisha Pet Shop does not sell products, there is no expiration date so consumers become hesitant. Then from the perception of kindness also in selling Aisha Pet Shop pet food products, it is difficult to group which ones have good or bad quality because the employee's explanation is not clear. Furthermore, in the aspect of perceived competence, often employees cannot explain what content characterizes their products, then in the aspect of predictability (consistency) Aisha Pet Shop employees lack attention to detail in *grooming services*.

The research conducted by Jasmani et al. (2021) in their research uses an associative method approach. This scientific study is intended to analyze the relationship between variables partially or simultaneously. Based on the results of the analysis, it was found that the service quality variable has a significant positive influence on customer satisfaction to stay at Hotel Kartika Chandra Jakarta. In the same research conducted by Darno, Sri Yanthy Yosepha (2022) in the study concluded that service quality and trust simultaneously affect customer satisfaction. Thus, the quality of service and trust have a positive influence on customer satisfaction as they are both key factors that shape the overall customer experience. When customers receive good service and feel trust in the service provider, they tend to be more satisfied.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to examine the influence between service quality variables and consumer trust on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City. The population and sample in this study amounted to 98 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

a. If the calculated value > the table, then the statement item is said to be valid.
b. If the rcalculated value < rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this

study, namely the variables of service quality, consumer trust and consumer satisfaction with the following details:

Validity Testing of Service Quality Variables (X1)

Based on the results of the validity test, the following results were obtained:

Table 3: Testing the Validity of the Service Quality Statement Instrument (X1)

Statement No	r count	r Table	Remarks
KX1-1	0,373	0,199	Valid
KX1-2	0,559	0,199	Valid
KX1-3	0,448	0,199	Valid
KX1-4	0,550	0,199	Valid
KX1-5	0,709	0,199	Valid
KX1-6	0,506	0,199	Valid
KX1-7	0,732	0,199	Valid
KX1-8	0,726	0,199	Valid
KX1-9	0,709	0,199	Valid
KX1-10	0,389	0,199	Valid

Source: Data Processing, 2025.

Based on the table above, if $r_{counts} > r_{table}$, it is declared valid and vice versa, if $r_{counts} < r_{table}$, it is declared invalid. In this study, the number of samples (n) to be tested was 98 respondents with a bidirectional significance level of 0.050 with the provision df = n-2, then df = 98 - 2 = 96, then the r table was obtained as 0.199. From the table above, the statement on the service quality variable can be said to be valid because all statements have a calculated r value of > 0.199.

Testing the Validity of Consumer Trust Variables (x_2)

Based on the results of the validity test, the following results were obtained:

Table 4: Testing the Validity of the Consumer Confidence Statement Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0,318	0,199	Valid
KX2-2	0,422	0,199	Valid
KX2-3	0,516	0,199	Valid
KX2-4	0,644	0,199	Valid
KX2-5	0,542	0,199	Valid
KX2-6	0,568	0,199	Valid
KX2-7	0,732	0,199	Valid
KX2-8	0,661	0,199	Valid
KX2-9	0,538	0,199	Valid
KX2-10	0,637	0,199	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statements in the consumer confidence variable are declared valid, it is evidenced by the value of r calculated > r of the table, (n-2) = 98 - 2 = 96 which is 0.199. Thus, the data is suitable to be forwarded as research data.

Testing the Validity of Consumer Satisfaction Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 5: Testing the Validity of the Consumer Satisfaction Statement Instrument (Y)

Statement No	r count	r Table	Remarks
KY-1	0,520	0,199	Valid
KY-2	0,614	0,199	Valid
KY-3	0,410	0,199	Valid
KY-4	0,442	0,199	Valid
KY-5	0,549	0,199	Valid
KY-6	0,552	0,199	Valid
KY-7	0,665	0,199	Valid
KY-8	0,488	0,199	Valid
KY-9	0,458	0,199	Valid
KY-10	0,618	0,199	Valid

Source: Data Processing, 2025.

Based on the table above, it is known that all statements in the consumer satisfaction variable are declared valid, it is proven by the value of r calculated > r of the table, (n-2) = 98 - 2 = 96 which is 0.199. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an indicator that shows how reliable an instrument is. A valid instrument is generally definitely reliable, but a reliability tester needs to be done. The following is a table of instrument reliability results:

Reliability Test of Service Quality Variables (X1)

Based on the results of the reliability test, the following results were obtained:

Table 6: Reliability Test of Service Quality Variables (X1)
Reliability Statistics

Cronbach's Alpha	N of Items
,753	10

Source: SPSS 26 data processing

From the table above, it can be seen that the service quality variable is said to be reliable, because the test obtained *a Cronbach alpha* value greater than 0.600, which is 0.753 > 0.600.

Reliability Test of Consumer Confidence Variables (X_2)

Table 7: Reliability Test of Consumer Trust Variables (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,740	10

Source: SPSS 26 data processing

From the table above, it can be seen that the consumer confidence variable is said to be reliable, because the test obtained *a cronbach alpha* value greater than 0.600, which is 0.740 > 0.600.

Reliability Test of Consumer Satisfaction Variable (Y)

Table 8: Reliability Test of Consumer Satisfaction Variable (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,708	10

Source: SPSS 26 data processing

From the table above, it can be seen that the consumer satisfaction variable is said to be reliable, because the test obtained *a cronbach alpha* value greater than 0.600, which is 0.708 > 0.600.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05, the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 9: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

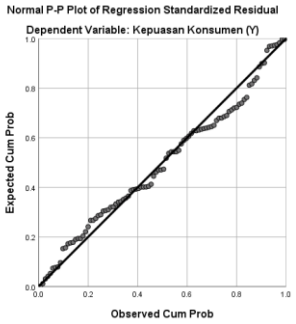
		Unstandardized Residual
N		98
Normal Parameters[a,b]	Red	.0000000
	Std. Deviation	2.76210522
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.060
Test Statistic		.085
Asymp. Sig. (2-tailed)		.079c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processing, 2025.

From the table above, a significant *value (2-tailed)* of 0.079 can be obtained. Because the significance is more than 0.050 or (0.079 > 0.050), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using *a Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



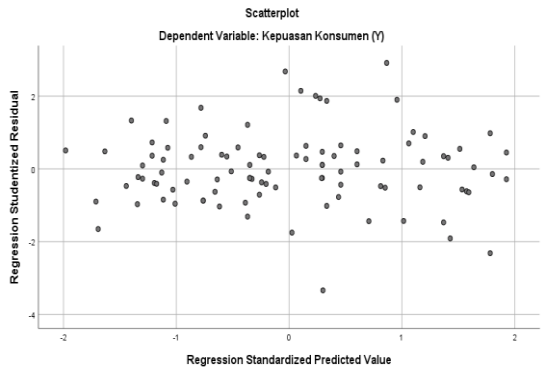
Source: Data Processing, 2025.

Figure 1: P-Plot of Normality Test

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the variables of service quality (X_1), consumer confidence (X_2) and consumer satisfaction (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2025.

Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the influence between service quality (X_1) and consumer trust (X_2) on consumer satisfaction (Y), it can be done with a t test (partial test). The provisions are as follows:

1) If the tcount > ttable means that Ho is rejected and Ha is accepted (there is an influence).
2) If the tcount > ttable means that Ho is accepted and Ha is rejected (no effect)

Partial Hypothesis Test for Service Quality Variables (X_1)

The hypotheses that will be tested in this section are:

Ho1: There was no significant influence between service quality and customer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

Ha1 : There is a significant influence between service quality and consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 10: Partial Hypothesis Test Results Between Service Quality (X1) and Consumer Satisfaction (Y)

Coefficient

Models	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	13.842	2.802		4.941	.000
Quality of Service (X1)	.636	.074	.660	8.602	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the *value of t calculated* > *t of the table* or (8.602 > 1.985), this is also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H_{o1} was rejected and Ha_1 was accepted, this shows that there is a significant influence between the quality of service on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

Partial Hypothesis Test for Consumer Confidence Variable (X2)

The hypotheses that will be tested in this section are:

Ho2: There was no significant influence between consumer confidence in consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

Ha2: There is a significant influence between consumer trust in consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 11: Partial Hypothesis Test Results Between Consumer Confidence (X2) and Consumer Satisfaction (Y)

Coefficient

Models	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	15.391	2.858		5.384	.000
Consumer Trust (X2)	.604	.077	.627	7.887	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Data Processing, 2025.

Based on the test results in the table above, the *value of* $t_{calculated} > t_{of\ the\ table}$ or (7.887 > 1.985) was obtained, this was also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H_{o2} was rejected and H_{a2} was accepted, this shows that there is a significant influence between consumer trust in consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all independent variables (service quality and consumer trust) against their dependent variables (consumer satisfaction). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H03: There was no significant influence between service quality and consumer trust simultaneously on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

Ha3: There is a significant influence between service quality and consumer trust simultaneously on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

As a comparison to see the significant effect, a significant level of 5% (0.05) was used and compared the F-calculation with the F-table with the following criteria:

1) If *Fcalcul<Ftable* means Ho is accepted and Ha is rejected
2) If *Fcalcul>Ftabel* means Ho is rejected and Ha is accepted

The formula for finding the F value of the table is:

(df = k-1) = df1 = 3-1 = 2 and (df2 = n – k) = 98 - 3 = 95

So, with a significance of 5% or 0.05, F_{table} of 95 = 2.700 from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 12: Results of simultaneous tests (F test) between service quality (x1) and consumer trust (x2) on consumer satisfaction (y)

NEW ERA

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	938.465	2	469.233	60.236	.000b
Residual	740.035	95	7.790		
Total	1678.500	97			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Consumer Trust (X2), Service Quality (X1)

Source: Data Processing, 2025.

Based on the test results in the ANOVA table above, the value of F was obtained > F of the table or (60.236 > 2.700) and strengthened with a significance of < 0.05 or (0.000 < 0.05). So, it can be concluded that the quality of service and consumer trust together have a significant effect on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how

good the quality of service and consumer trust in consumer satisfaction is. Furthermore, the results of this study will be discussed as follows:

The Effect of Service Quality (X1) on Consumer Satisfaction (Y)

Quality of service is a measure of how well a service is delivered to a customer or user. This quality is determined by the conformity between the customer's expectations and the reality they receive. If the service meets or exceeds expectations, then the quality is considered good, but if it is not as expected, then customers will feel disappointed.

Based on the results of the analysis, the variable of service quality research has a significant effect on consumer satisfaction as evidenced by the results of the$_{t\text{-count}}$ test = 8.602 while ttable = 1.985 (tcal > ttable) with a significant level of 0.000 < 0.05, then Ho1 is rejected and Ha1 is accepted.

This research is in line with research that has been conducted by Ugeng Budi Haryoko, Fauziah, Risnalinda (2020). The Effect of Service Quality on Customer Satisfaction at Starbucks Cofee Plaza Kampung Kemang. In his research, it was concluded that service quality had a significant effect on customer satisfaction with an influence contribution of 88.6% and a hypothesis test obtained a sig value. 0.000 < 0.05.

The Effect of Consumer Trust (X2) on Consumer Satisfaction (Y)

Consumer trust is the belief or sense of trust that consumers have in a product, service, or company. This is important because the more consumers feel trusted, the more likely they are to buy and be loyal to the product or service.

Based on the results of the analysis, the variable of consumer confidence has a significant effect on consumer satisfaction as evidenced by the results of the tcal test = 7.887 while ttable = 1.985 (tcal > ttable) with a significant level of 0.000 < 0.05, then Ho2 is rejected and Ha2 is accepted.

This research is in line with research that has been conducted by Ali Maddinsyah, Dede Solihin, Sugeng Widodo (2024) The Influence of Service Quality, Brand Image and Trust on Customer Satisfaction of Bank BTN KC Tangerang. In the study, it was concluded that service quality, brand image and trust both partially and simultaneously had a significant effect on customer satisfaction with a simultaneous influence contribution of 70.6% and a hypothesis test obtained sig. 0.000 < 0.05.

The Simultaneous Effect of Service Quality (X1) and Consumer Trust (X2) on Consumer Satisfaction (Y)

Consumer satisfaction is one of the keys to long-term success for a company, because satisfying the company's consumers will make the company able to compete or outperform its competitors. In marketing its products, the company will always try to satisfy the desires and needs of old or new consumers. Therefore, consumer wants and needs need to be clearly identified by the company, because it is part of product development to exceed consumer expectations. Service quality and consumer trust are very important because they both affect consumer satisfaction and loyalty. Good service makes consumers satisfied and buy again, while trust makes them feel safe and confident in choosing the business product or service. Both help businesses grow and compete in the market. Consumer trust can create a strong and lasting relationship between consumers and businesses. Trust makes consumers feel safe and confident in buying a product or service, which drives repurchases, loyalty, and recommendations to others. Trust also improves a business's reputation and helps retain customers amid market competition.

Based on the results of the Anova test, the value of Fcal > Ftabel or (60.236 > 2.700) was obtained and also strengthened with a significant value of < 0.05 or (0.000 < 0.05), then Ho_3 was rejected and Ha3 was accepted. So it can be concluded that the quality of service and consumer trust together have a significant effect on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

This research is in line with the

research that has been conducted by Reza Eka Fadhilah and Bonifasius M.H. Nainggolan (2024) in a research entitled The Role of Service Quality, Trust, and Customer Experience on Customer Satisfaction. In the study, it was concluded that the three variables, namely service quality, trust, and customer experience, both individually and when combined, both have a significant impact on consumer satisfaction. This is proven by the regression equation Y = 1.011 + 0.029X1 + 0.225X2 + 0.371X3 with a simultaneous influence contribution of 81.9%. The hypothesis test showed a significance value of 0.000 < 0.05 and strengthened the existence of this influence.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of service quality (X_1) and consumer trust (X_2) on consumer satisfaction (Y), it is as follows:

1. Partially, the quality of service has a significant effect on consumer satisfaction, this is evidenced by the results of the hypothesis test obtained by t count of t > t table (8,602 > 1,985) and also strengthened by a significance of 0.000 < 0.05. So Ha_1 was accepted. Thus, it can be concluded that the service quality variable has a significant effect on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.
2. Partially, consumer confidence has a significant effect on consumer satisfaction, as evidenced by the results of the hypothesis test obtained by t count of > t table (7.887 > 1.985) and also strengthened by a significance of 0.000 < 0.05. So Ha_2 was accepted. Thus, it can be concluded that the variable of consumer trust has a significant effect on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.
3. The quality of service and consumer trust simultaneously affect consumer satisfaction, this is evidenced by the results of the hypothesis test obtained F count > F table or (60.236 > 2.700) and also strengthened with a significance of 0.000 < 0.05. Hence Ha_3 is accepted. Thus, it can be concluded that the variables of service quality and consumer trust simultaneously have a significant effect on consumer satisfaction at Aisha Pet Shop, Cirendeu, South Tangerang City.

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