

THE INFLUENCE OF CUSTOMER TRUST, *PACKAGING*, PRODUCT DIVERSIFICATION, AND SERVICE QUALITY ON CONSUMER SATISFACTION AT UD. PURNAMA JATI JEMBER

Salsabila Fara¹, Akhmad Suharto², Jekti Rahayu³

¹⁻³Universitas Muhammadiyah Jember

mathcaaaaw23@gmail.com, suharto@unmuhjember.ac.id, jektirahayu@unmuhjember.ac.id

Correspondence: mathcaaaaw23@gmail.com

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ABSTRACT

The current era of globalization is very rapid, and it has a big impact on the business world. The market is getting wider and the opportunities are also very diverse, this makes business competition even tighter. UD. Purnama Jati is one of the retailers that provide typical food in the Jember area which has been established since 2000. UD. Purnama Jati is widely known by the wider community, which is located at Jl. Bungur No. 9, East Darwo, Gebang, Patrang District, Jember Regency. This study aims to determine the influence of customer trust, *packaging*, product diversification, and service quality on consumer satisfaction in the tak. The research method used was quantitative descriptive sample used by 95 respondents. The data was collected using questionnaires. The data was processed using multiple linear regression analysis techniques using the SPSS analysis tool version 24. The results of this study show that customer trust, *packaging*, and product diversification have a significant influence partially on consumer satisfaction. The quality of service does not have a significant influence on consumer satisfaction. This finding is expected to be used as additional information or as input for UD. Purnama Jati in increasing consumer satisfaction.

INTRODUCTION

The current era of globalization has had a huge impact on the business world. The market is getting wider and the opportunities that exist in it are also very diverse. One of them is that there are many retailers that develop their business on selling regional specialties to become souvenirs, nowadays, especially in Indonesia, there are a lot of

people who are on vacation in an area and it has become a habit by buying souvenirs typical of the region they visit. Each city in Indonesia has different characteristics and characteristics of souvenirs.

Jember Regency is one of the provinces in East Java that has potential in the agricultural sector. According to the Central Statistics Agency, Jember Regency is the largest contributor to gross regional domestic product (BPS, 2023). The agricultural sector that has great potential in the economy is in cassava, this potential can be seen from the large level of cassava production. In 2020, cassava production in Jember Regency reached 9,429 tons with a harvested land area of 542 Ha. The area with the most cassava production in Jember Regency is in Sumberbaru District with a production of 2,530 tons and a harvest land area of 115 hectares (BPS, 2021). The main product produced from cassava production in Jember is tape. Tape is the result of fermentation from starch source ingredients such as cassava with the addition of yeast in the manufacturing process and becomes a traditional Indonesian processed food product. Tape is one of the superior products from Jember and Bondowoso. Tape is used as a raw material for semi-wet food with a sweet taste, it is produced as a prol tape by using wheat flour, and makes this prol tape as a typical souvenir of Jember (Suryaningrat et al., 2021).

Souvenir shops in Jember are currently found with various names and various varieties of products offered have similarities, thus causing fierce competition between souvenir outlets. To be able to survive in the fierce business competition, the outlet must be able to provide better service than competitor hotels. Competition in the business world makes consumers have many choices of products to buy, seeing the many needs that must be met and consumers must feel satisfied when they have bought the product of their choice (Setiyono & Sutrimah, 2016). So that with this, companies must be able to follow consumer behavior patterns and competition patterns in running their business. Every company has a goal for satisfactory results while running a business. They are required to always provide a variety of unique things to be able to attract consumers in maintaining their existing market share.

Definition according to Kotler and Keller in (Setyaningsih, 2021) Marketing management as the art and science of selecting target markets and achieving, retaining, and growing customers by creating, delivering and communicating superior customer value. Marketing management is a process that is carried out to plan programs that benefit the company, and can also be interpreted as the art of planning, pricing and distributing products to the target market to achieve customer satisfaction which is the goal of the organization to create superior customer value. So marketing is a process that occurs socially and managerially between fellow individuals or groups to get what is needed by creating, offering, and exchanging things that are done to make a profit.

Consumer behavior is a condition where consumers choose, buy, and utilize products/services to meet their needs or desires (Jusuf, 2018). Schiffman and Kanuk say that " *The trem customer behavior that customer display in seacrhing for purchasing, using, evaluation, and disposing of product and service that they expect will satisfy their needs.*" The term consumer behavior is defined as actors that consumers pay attention to in searching, buying, using, evaluating, and spending products and services that they expect to satisfy their needs (Sumarwan, 2015). Consumer behavior is the activity of individuals who are directly involved in obtaining, consuming, and consuming products

with the aim of obtaining the satisfaction they are looking for.

Consumer satisfaction is the main thing that must be considered for the company for the sustainability of its business so that it continues to be visited and for the success of the business. According to Zeithaml & Bitner, customer satisfaction is the reaction of customers to perceived judgments between perceived performance expectations (Cesariana et al., 2022). According to (F. Tjiptono, 2019) Customer satisfaction is a comparison of expectations before making a purchase with the perception of post-purchase performance. So consumer satisfaction is the difference that is felt first when you have expectations and performance that has been felt. Customer satisfaction is what is needed to win the increasingly competitive business competition.

One of the factors that affect consumer satisfaction is Customer Trust. Customer trust arises from repeated perceptions, and the existence of learning and experience. To keep customers able to buy back the products offered, companies must pay more attention to how to provide service to customers, especially good service. According to Women and Miror in (Hendayana & Sari, 2021) Says that consumer trust is consumer knowledge about an object, its attributes, and benefits. Customer trust is an alignment that the company has to show that the company can compete in the marketing environment and the company also has a contribution to customer loyalty Alamsyah, 2016 in (Andayani et al., 2023). Customers who feel confident in the quality offered and *fire* the one they choose is likely to buy repeatedly and recommend to others. In a study conducted by (Pranogyo, 2023) and (Syha Rahmawati et al., 2023) stated that customer trust has a positive and significant influence on consumer satisfaction.

Packaging is the first part that consumers look at, with the design *Packaging* unique will increase the consumer's curiosity to buy a product offered. By using a special packaging that is able to give a premium impression and *The Packaging* Provide experience *visual* that is pleasing to consumers. *Packaging* (kemasan) is a "*packaging involves designing and producing the container or wrapper for a product*" which means that the packaging process involves designing and producing activities, the main function of the packaging itself is to protect the product so that the quality of the product is maintained. (Mahfud & Sitohang, 2017). The right packaging for the product can improve the perception of product quality, and indirectly affect consumer satisfaction. This product packaging or wrapping is useful for protecting and minimizing damage to the packaged goods. In addition, packaging also contains good information and marketing by making creative packaging designs so that they are more attractive and easy for consumers to remember. In a study conducted by (Handayani & Saputra, 2024) shows that *Packaging* has a positive and significant influence on consumer satisfaction.

Consumer satisfaction can be improved with a very diverse variety of products. Product Diversification is a diversity of products offered, companies try to develop products in order to increase sales and to meet the demand needs of each consumer. According to (Assuari, 2018), product diversification is carried out by a business that develops products in the business it manages, even though it develops new products by creating various kinds of products, but the old products are still maintained. Product diversification is an effort to find and develop products with new markets or with both to pursue growth, increased sales, profitability, and company flexibility (Asiva Noor Rachmayani, 2015). In a study conducted by (Budiman et al., 2022) The results were

found that product diversification has a real and significant effect on consumer satisfaction.

The level of service quality cannot be measured from the company's point of view but must be assessed from the customer's point of view. Therefore, when planning the company's service strategy, focus on the quality of service to meet the interests of customers. Service quality is an action in the form of services offered by the company to consumers. In this case, consumers are more likely to choose companies that provide good quality in terms of service (Cesariana et al., 2022). According to Tjiptono in the research (Asti & Ayuningtyas, 2020) Superior level of service quality that is expected to control the level of excellence to meet consumer desires. The quality of service encourages consumers to commit to a company's products and services so that it has an impact on increasing the market shar. Research conducted by (Herlambang & Komara, 2022) shows that service quality has a significant impact on consumer satisfaction.

Many people know that in Jember there are currently a lot of souvenir shops, one of which is Purnama Jati. Purnama teak is present as a central outlet for typical Jember souvenirs that has been established since 2000, which started as a small household business by opening a storefront in front of the house and producing food from processed cassava with the main production of prol tape. With the running of this business, Purnama Jati slowly began to change his concept by opening a store, this made Purnama Jati more known by the wider community. Not only the closest people know and know, but tourists or people who visit Jember know the products offered by Purnama Jati.

Purnama Jati is located on Jl. Bungur No. 9, East Darwo, Gebang, Patrang District, Jember Regency. Purnama Jati Outlet is open from 07.00-21.00, most of the people of Jember are very familiar with Purnama Jati, although the place can be said to still enter the alley but many people know this place and are very familiar. Customers can choose a variety of products at pocket-friendly prices to make souvenirs or souvenirs for family, relatives or friends. Purnama Jati Outlet is also very complete for all types of products needed by consumers with a neat, clean and comfortable place to choose products. Purnama Jati also offers *Delivery Order* services by entering products on applications such as *shopee*, *tokopedia*, *tiktok*, *facebook*, and *paxel* market or can be directly through *whastapp* to the intended outlet, this makes it very easy for consumers who want to order Jember food and snacks without having to come to Jember directly for those outside the city.

Table 1. List of Outlets By-Jember Special Election 2024

N0	Name Otlet	Address	Rating
1	Prima Donna Typical Souvenirs of Jember	Across the Cape Market	4,6
2	Sari Rasa Centre Special Souvenirs of Jember	Copyright © 2019 Trunojoyo. All Rights Reserved.	4,4
3	Souvenir shop Sari Madu Khas Jember	Jl. Gajah Mada No. 155	4,5

4	Puteri Sari Rasa Special Souvenir Centre Jember	Copyright © 2019 Trunojoyo. All Rights Reserved.	4,8
5	Purnama Jati Special Souvenir Center Jember	Copyright © 2019 Bungur Hotels. All Rights Reserved.	4,6
6	Prima Rsa	Copyright © 2019 All Rights Reserved. All rights reserved.	4,4

Source: *Googlemaps* 2024

Rating UD. Purnama Jati on *googlemaps* which has a rating of 4.6. In table 1. Purnama Jati has a rating of 4.6 while the souvenir center that has a rating above 4.6 is Putri Sari Rasa with a rating of 4.8. There are two outlets in the souvenir center that has a rating of 4.6 , namely Purnam Jati and Primadona. The Sari Madu souvenir center has a rating of 4.5. Meanwhile, the Sari Rasa and Prima Rasa souvenir centers have a rating of 4.4 according to *googlemaps*. However, when viewed from the side of the reviewer and the number of *Instagram followers*, there is a quite visible difference. From reviewers and *Instagram followers*, Purnama Jati is at the highest level with a total of 470 reviews and 2,324 *followers*. Many of the reviews given show that many Purnama Jati consumers give *feedback* with comments after visiting and buying Purnama Jati products.

Meanwhile, the number of *followers* on his Instagram shows that the marketing process carried out online by Purnama Jati has been able to make it known by the people of Jember and people outside Jember so that it can increase the competitiveness of the central outlet of typical Jember souvenirs. Compared to other souvenir store outlets, Purnama Jati has a lot of enthusiasts. Because there are many variations of products in Purnama Jati, the main products are prol tape, pie tape, shredded ones, fonde bars, strudels, brownies, tape partitions, and bagiak. Meanwhile, snacks other than tape are such as bananas, soy chips, macaroni cheese, and crispy edamame. Purnama Jati also offers coffee powders such as male coffee, typical Jember ghingseng coffee, and silo coffee. At Purnama Jati, snacks such as oven beans, fruit chips, and corn marning are also available.

Table 2. List of Purnama Jati Competitor Outlets

No.	Store Name	Address
1.	Excellent	Across the Cape Market
2.	Honey Juice	Copyright © 2019 All Rights Reserved. All rights reserved.
3.	Squirt	Copyright © 2019 Trunojoyo. All Rights Reserved.
4.	Honey Source	Copyright © 2019 Gajah Mada Inc. All Rights Reserved.

5.	Squirrelly	Copyright © 2019 Trunojoyo. All Rights Reserved.
6.	Taste	Copyright © 2019 Trunojoyo. All Rights Reserved.
7.	Healthcare	South Jember Village, Kaliwates District, Jember
8.	Jaya Rasa	Kaliwates, Kaliwates District, Jember Regency
9.	New Papuma	Holiday rentals in Gajah Mada
10.	Shop Wijaya	Copyright © 2019 All Rights Reserved. All rights reserved.

Source: Google maps 2024

According to table 2. There are many souvenir shops typical of the Jember area, as we know in general, the competition between these souvenir shops offers similar products with the same market reach as Purnama Jati. This phenomenon has led to increasingly fierce competition between outlets in maintaining and controlling the market. Producers are required to be able to give more importance to what consumers expect, so that consumers do not turn to *Outlet* other souvenir centers by always providing new things, and developing the quality of their products to attract more consumer interest and increase sales (Yudiana et al., 2023). Seeing this, the company's management must make changes by providing a new variety of products, creating a comfortable outlet atmosphere, *Packaging* which is used more completely in providing information and has a different color from others, improving the quality of service in order to meet consumer satisfaction, finally will give consumers a sense of trust to become customers by making repeated purchases when visiting Jember or just buying souvenirs for relatives who are outside Jember at the Jember Purnama Jati Typical Souvenir Center.

At Purnama Jati, customer trust cannot be directly instilled in the minds of consumers instantly. Customer trust in a product decreases because the product is ready in the sense that it is not packaged according to the promised time. The company must be ready to restore customer trust to always make Purnama Jati an option to buy Jember souvenirs. In a study conducted by (Sabilla et al., 2023) with title "*The Influence of Product Variants, Packaging, and Service Quality on Customer Satisfaction (Study on Nuju Coffe)*", it was concluded that product and packaging variants have a positive and insignificant influence on consumer satisfaction, because with more and more product variants it will make consumers satisfied and vice versa if the variants offered are few, consumers towards coffee will not be satisfied. While service quality has a positive and significant influence, this is because the quality of service provided to consumers in accordance with consumer expectations can be considered good.

There are studies that put forward different results, in a study conducted by (Hakam Ali niazi, 2023) It shows that the trust variable has no significant influence on consumer satisfaction. Research conducted by (Handayani & Saputra, 2024) shows the results that *Packaging* does not have a significant influence on consumer satisfaction. In the research conducted (Yucha et al., 2021) said that product diversification has no effect on consumer satisfaction. In a study conducted by (Kasinem, 2020) shows that the quality of service

does not have a significant influence on consumer satisfaction.

From the above background, the thing that must be considered when doing business in the food sector, especially the souvenir center, which must be considered the most is consumer satisfaction. This is expected to help Purnama Jati optimize its marketing strategy through customer perception of their trust with Purnama Jati products, safe and premium packaging provided by Purnama Jati, highly varied product diversification, and the quality of service provided by Purnama Jati as expected by customers. So the author conducted a study with the title "The Influence of Customer Trust, *Packaging*, Product Diversification, and Service Quality on Consumer Satisfaction at UD. Purnama Jati Jember".

LITERATURE REVIEW

Customer Trust

Trust (*Trust*) will arise from a long process between two parties who trust each other, if trust has been established between the company and customers, the business will be easier with the relationship between the company and customers as seen from the level of trust from customers (Lusiah, 2018).

Packaging

Packaging according to (Amstrong, K, 2015) be *Involves designing and producing the container or wrapper for a product* Which means that the packaging process involves designing and producing a product to make it look attractive.

Product Diversification

According to (Assuari, 2018), product diversification is carried out by a company as a result of the implementation of product development, while the old product is still economically maintained. In product diversification, the company strives to increase sales by developing new products for new markets, so that there are various kinds of products produced by the company.

Quality of Service

Service Quality is all characteristics of products and services which include *Marketing, Engineering, Manufacturing and Maintenance* Where these products and services in their use will be in accordance with the needs and expectations of customers. Service quality is an effort to fulfill products or services along with consumer desires and the accuracy of the way they are presented in order to meet the expectations and satisfaction of these customers, in every activity or benefit provided by one of the parties that is basically intangible and does not result in ownership (Kotler, Philip, 2016).

Consumer Satisfaction

Consumer satisfaction is the feeling of happiness or disappointment that arises from comparing the performance (results) after receiving the product or service that has been purchased with the expectation of their expectations. If the performance provided is in accordance with consumer expectations, then customers will feel satisfied. And vice versa, if the performance provided fails, then customers will be disappointed with

dissatisfied feelings (Kotler, 2016). So the satisfaction felt by consumers is not only about the product, but with the overall experience when interacting within the company, starting from the purchase process to after using the product. (F. Tjiptono, 2014) stating that customer satisfaction occurs when realizing that the customer's needs and desires are fulfilled as expected.

Table 3. Previous Research

No.	Name of Researcher and Year	Research title	Research Variables	Research Results	Publication
1.	Aldy Ardiansyah and Agus Wahyono (2021)	The Influence of Digital Service Quality, Promotion, and Trust on ShopeeFood Customer Satisfaction	Free: <i>Digital service quality, Promotion, and Trust</i> Bound: Customer Satisfaction	The quality of digital services, promotions, and trust simultaneously have a significant influence on shopeefood customer satisfaction in students of Universitas Satya Negara Indonesia	Journal of Economics and Business, Satya Negara University of Indonesia Vol 6 No 1 https://doi.org/10.54964/manajemen.v6i1.159
2.	Yayan Hendayan and Andyana Mei Evita Sari (2021)	The Influence of <i>Consumer Trust</i> , and <i>Service Quality</i> on JEN Express Pondok Gede User Satisfaction	Free: <i>Consumer Trust, and Quality of Service</i> Bound: User Satisfaction	Trust and service quality simultaneously have a positive and significant influence on the satisfaction of JNE Express users pondok gede.	Journal of Management and Business, https://journal.utnd.ac.id/index.php/jmdb/article/view/988
3.	Budiman, Noorma Yunia, Billa Badrotu Sabila (2022)	The Effect of <i>Product Diversification</i> , on Consumer Satisfaction of Rabbani Intstan Veil in Rangkasbitung Lebak	Free: <i>Product Diversification</i> Bound: Consumer Satisfaction	Product diversification has a real and significant effect on consumer satisfaction of rabbani instant veils in Rangkasbitung Lebak	Journal of Islamic Economics and Business https://jurnal.staialhidayahbogor.ac.id/index.php/ad/article/view/2246

4.	Alfian Sulistyo and Edi Komara (2022)	The Influence of <i>Product Quality, Service Quality and Promotion Quality</i> on Customer Satisfaction (case study on starbuck coffee plaza senayan)	Free: <i>Product Quality, Service Quality and Promotion Quality</i> Bound: Customer Satisfaction	Product quality, service quality and promotion quality have been proven to have a significant effect on customer satisfaction at Starbucks Plaza Senayan	Journal of Management and Banking Economics Vol 7, No 2 https://journal.ibs.ac.id/index.php/JEMP/article/view/255
5.	Annisa Rahma, Beny Mahyudi, and Diana Ambarwati (2022)	The Influence of Product Diversity, Availability, and Service Quality on Consumer Satisfaction at Hikmah Mart Jajar Wates Serdang	Free: Product diversity, availability, and quality of service Bound: Consumer Satisfaction	Each of these variables has a partially significant influence on consumer satisfaction.	Journal of Management and Business Vol.1 No.2 https://doi.org/10.36490/jmdb.v1i2.390
6.	Elia Maruli, Ferdinand Romelus, and Yustina Maro (2022)	The Effect of Product Variation, Price, and Place Atmosphere on Consumer Satisfaction (case study on Celyn Cafe Alor Regency)	Free: Product Variety, Price, and Venue Atmosphere Bound: Consumer Satisfaction	Partially, each variable has a positive and significant influence on consumer satisfaction at Cafe Celyn.	Scientific Journal of Educational Vehicles 8(23), 742- 754 https://doi.org/10.5281/zenodo.7639059
7.	Agung Wicaksono, Trias Ayu, Dwi Budian Ningsih (2022)	The Effect of Price and Service Quality and Product	Free: Price, Quality of service, quality of products	The price and product quality variables have an effect on consumer	Scientific Journal of Financial and Business Accounting Vol.2 No.2

		Quality on Consumer Satisfaction in Meatballs Mr. Miad Kec.	Bound: Consumer Satisfaction	satisfaction, while the service quality variable has no effect on consumer satisfaction at Pak Miad's Meatball Stall.	https://journal.utnd.ac.id	
8.	Nurul Natasya and Ahmad Yudhitira (2023)	The Influence of Service Quality and Trust on Gojek Go Ride Customer Satisfaction in Students of the Faculty of Economics and Business, Tjut Nyak Dhien University	Free: Quality of service, and trust Bound: Consumer satisfaction	The results of this study partially or simultaneously on the variables of service quality and trust do not have a significant influence on consumer satisfaction.	Journal of Management and Business Vol. 2 No. 1 https://doi.org/10.36490/jmdb.v2i1.769	
9.	Annis Yunir Sabilla, Wardiansyah, Dhea Editya, and Vicky F. Sanjaya (2023)	The Influence of <i>Product Variants, Packaging and Service Quality</i> on Customer Satisfaction (Case Study of Coffee Delivery)	Sigh. <i>Product variants, packaging, and service quality</i> Bound: Customer Satisfaction	In the product variant and packaging at the same time, there is a positive and insignificant influence on customer satisfaction. Meanwhile, the quality of service has a significant effect on customer satisfaction towards coffee.	Journal of Management and Business https://journal.utnd.ac.id/index.php/jmdb/article/view/988	
10.	- Antaiwan Bowo Pranogyo,	The Influence of <i>Customer</i>	Free: <i>Customer trust,</i>	Customer trust has a positive and significant impact	Journal of Competitive Management	

	Joko Bagio Santoso, Resica Pratiwi (2023)	<i>Trust, Location and Promotion on Customer Satisfaction in Delivery Service Companies</i>	<i>location, and Bound Promotions : Consumer Satisfaction</i>	on customer satisfaction. While location has an impact is very important, and promotion has a substantial impact on customer satisfaction.	https://journals.ums.ac.id/dayasaing/article/view/21022/8748
12.	Boby Rinaldi, Hiemaed Tachta HinggoS, Alum Kusumah (2023)	The Effect of Service Quality, Price, and Trust on Customer Satisfaction on CV. Indah Teknik Jaya Pekanbaru	Free: Service Quality, Price, and Trust Bound: Customer Satisfaction	Service quality and price do not have a significant influence, while trust has a positive and significant effect on Customer Satisfaction on CV. Beautiful technique.	SNEBA, volume 3, p. 564-576 https://ejurnal.umri.ac.id
13.	Yenny Hadi, Handy Wibowo, Aloysius Jondar (2023)	The Influence of Price, Taste, and Packaging on Consumer Satisfaction at Canteen Anugerah School Sidoarjo	Free: Price, Taste, and Packaging. Bound: Consumer Satisfaction	The price variable did not have a significant influence on consumer satisfaction at the Sidoarjo School award canteen. As for the taste and packaging, it has a positive influence on consumer satisfaction at Canteen Anugerah School Sijoarjo.	Professional Journal (Communication and Public Administration) Vo. 10 No.2 page 575-588 https://doi.org/10.37676/professional.v10i2.4652
14.	Nira Evika Febryana and Handy Ariwibowo (2024)	The Effect of Product Packaging, Price, and Product Quality on Customer	Free: Product Packaging, Price and Product Quality	Product Packaging, Price, and Product Quality each variable provides positive and significant results	Management Balance Sheet, Economics Vol. 2 No.3 https://ejournal.warunayama.org

		Satisfaction of Elzatta Hijab at Royal Plaza Surabaya	Bound: Consumer Satisfaction	for Elzatta Hijab customer satisfaction at Royal Plaza Surabaya.		
15.	- George Fredrik Huninhatu, Stuart O'Neill (2024)	The Influence of <i>Price, Packaging, Taste, Product Quality, Location, and Service</i> on Consumer Satisfaction of Bandung Chicken Porridge Abah Surya	Free: <i>Price, packaging, taste, product quality, location and service</i> Bound: Consumer satisfaction	Price, packaging, taste, product quality, location, and service simultaneously have a significant effect on consumer satisfaction of Bandung Abah Surya chicken porridge, but the dominant value is in the service provided in Bandung Abah Surya Chicken Porridge.	Journal of Agricultural Economics and Agribusiness (JEPA)	https://jepa.ub.ac.id/index.php/jepa/article/view/2529

Source: <https://scholar.google.com>

The Influence of Customer Trust on Consumer Satisfaction

The influence of customer trust on consumer satisfaction tends to have a positive impact because good experiences obtained by customers can build customer trust and add value to a company. Customer trust can also be built with the integrity of the manufacturer who provides complete information. Consumers will be more interested in buying products from trusted companies again. Companies that have built customer trust optimally produce positive recommendations, satisfaction that consumers expect to be met, and the possibility of repurchases. Customer trust affects consumer satisfaction, according to (Pranogyo, 2023) Customer trust has a significant effect on consumer satisfaction, in increasing customer trust by providing clear information related to products. According to (Syeha Rahmawati et al., 2023), (Hendayana & Sari, 2021) and (Gemilang & Sutedjo, 2023) Customer trust has a positive and significant effect on consumer satisfaction. Based on the research studied theoretically and empirically, the hypotheses proposed are:

H1: Customer Trust has a significant effect on consumer satisfaction.

The Effect of Packaging on Consumer Satisfaction

Packaging is the main part contained in a product. Packaging made by an attractive and unique company can have a positive effect on consumer satisfaction, and also this packaging is made to protect products from wear or protect from dust. Research

conducted by (Handayani & Saputra, 2024), (George Fredik Huninhatu, 2024) and (Sabilla et al., 2023) shows that packaging has a positive and significant influence on consumer satisfaction. Based on the research studied theoretically and empirically, the hypotheses proposed are:

H2: Packaging has a significant effect on consumer satisfaction.

The Effect of Product Diversification on Consumer Satisfaction

The Impact of Product Diversification on Consumer Satisfaction has a positive impact because the many types of products offered will meet customer satisfaction expectations. Research conducted by (Nurmaya & Napitupulu, 2021) and (Budiman et al., 2022) said that diversification has a significant influence on consumer satisfaction, with an increase in product diversification of consumer satisfaction will be met. Based on the research studied theoretically and empirically, the hypotheses proposed are:

H3: product diversification has a significant effect on consumer satisfaction.

The Effect of Service Quality on Consumer Satisfaction

The influence of service quality on customer satisfaction has a positive impact, because the good quality provided tends to bring a positive impression to consumers, giving a good impression to the company. This can increase consumer satisfaction because consumers tend to choose products that have good service quality, are friendly, and understand consumer needs. Research conducted by (Gofur, 2019), (Herlambang & Komara, 2022), (Andayani et al., 2023) and (Hendayana & Sari, 2021) shows that the quality of service has a significant influence on consumer satisfaction. Based on research that has been studied theoretically and empirically, the hypotheses proposed are:

H4: Service quality has a significant effect on consumer satisfaction.

RESEARCH METHOD

This study uses a quantitative descriptive research approach method, according to Sugioyo, 2017 in (Utomo et al., 2022), the descriptive method in the study presents the data by analyzing the data obtained so as to get a clear picture. The quantitative descriptive method emphasizes the objective measurement aspect of the existing phenomenon, the analytical research is processed and analyzed with statistics or by using formulas, specifically this research aims to better understand customer trust, *packaging*, product diversification, service quality, and customer satisfaction (Y). The collected data is then processed through validity and reliability tests. Furthermore, the results of the analysis are presented along with conclusions and recommendations. The analysis method used in this study is a validity and reliability test, multiple linear regression analysis with the help of SPSS for Windows. The stages of data analysis in this study are data processed using the help of SPSS software for Windows which starts from validity and reliability tests, multiple linear regression tests, classical assumption tests, hypothesis tests, determination coefficients and then finally conclusions

RESEARCH RESULTS

Validity Test Results

The validity test is carried out to be able to see the results of the data whether any of them are valid or not. The validity test was carried out by comparing the results of the calculation with the r_{table} value. With a significant level of 5% or 0.05 and degrees of freedom (df) = $n-2$, n = number of samples. So $df = 95-2$, then the r_{table} is 0.201. While the calculation can be seen from *the Corrected Item-Total Corelation*, if the calculation is greater than the r_{table} , then each of these questions is declared valid.

Table 4. Validity Test Results

Variable	Calculation	r_{table} (5%)	Information
Customer Trust (X1)			
X1.1	0,768	0,201	Valid
X1.2	0,852	0,201	Valid
X1.3	0,817	0,201	Valid
Packaging (X2)			
X2.1	0,821	0,201	Valid
X2.2	0,799	0,201	Valid
X2.3	0,815	0,201	Valid
Product diversification (X4)			
X3.1	0,823	0,201	Valid
X3.2	0,868	0,201	Valid
X3.3	0,820	0,201	Valid
X3.4	0,778	0,201	Valid
Quality of Service (X4)			
X4.1	0,858	0,201	Valid
X4.2	0,855	0,201	Valid
X4.3	0,757	0,201	Valid
X4.4	0,755	0,201	Valid
X4.5	0,625	0,201	Valid
Consumer Satisfaction (Y)			
Y.1	0,817	0,201	Valid
Y.2	0,783	0,201	Valid
Y.3	0,822	0,201	Valid
Y.4	0,837	0,201	Valid

Source: Appendix 5, Primary data, in 2025

Based on table 4. It shows that all indicators in each variable show the result of the calculated R number exceeding the $R_{of\ table}$ 0.201, then each statement item can be said to be valid.

Reliability Test Results

A reliability test is a tool used to measure whether or not an instrument is reliable if *Crobanch's Alpha* value is > 60 . The reliability value can be seen in the table below:

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Standart Alpa	Items	Information
Customer Trust (X1)	0,735	0,60	3	Reliability is accepted
Packaging (X2)	0,741	0,60	3	Reliability is accepted
Product Diversification (X3)	0,840	0,60	4	Reliability is accepted
Quality of Service (X4)	0,824	0,60	5	Reliability is accepted
Consumer Satisfaction (Y)	0,830	0,60	4	Reliability is accepted

Source: Appendix 5, Primary data, in 2025

Based on table 5. above shows that the results data *Output* The SPSS reliability test of all variables has a result of more than 0.60 which is said to be reliable. This is in accordance with the statement (Arikunto, 2016), if the value *Cronbach's harp* > 0.60 , the questionnaire is declared reliable.

Hypothesis Test-T Test (Partial)

The t-statistical test is used to show how far an independent individual independent one influences in explaining bound variables. In this study, a significance of (5%) or 0.05 was used. When the value of sig. > 0.05 means that the free variable has a significant effect on the variable (Y), on the other hand, if the value of Sig. < 0.05 , then the independent variable (X) partially does not have a significant effect on the bound variable (Y). According to the test results t:

Table 6. Results of the t-test (partial)

Variable	Significance of Calculation	Significance Levels	t count	t table	Information
Customer trust (X1)	0,000	0,05	4,183	1,662	Accepted
Packaging (X2)	0,006	0,05	2,808	1,662	Accepted
Product Diversification (X3)	0,002	0,05	3,149	1,662	Accepted
Quality of Service (X4)	0,366	0,05	0,909	1,662	Rejected

Source: Appendix 8, Primary data, processed 2025

Based on table 6. The above results of the t-test show that:

1. The Customer Trust variable (X1) can be found that the significance value of 0.000 is smaller than the significance level of 0.05. In addition, the value of t_{is} calculated at 4.183 where the value is greater than the t_{table} of 1.662. Based on these results, it can be concluded that the variable Customer Trust (X1) has a significant influence partially on Consumer Satisfaction (Y), thus H1 is accepted.
2. The *Packaging* variable (X2) can be found that the significance value of 0.006 is smaller than the significance level of 0.05. In addition, the value of t_{is} calculated at 2.808 where the value is greater than the t_{table} of 1.662. Based on these results, it can be concluded that the *Packaging* variable (X2) has a partial influence on Consumer Satisfaction (Y), thus H2 is accepted.
3. The Product Diversification Variable (X3) can be found that the significance value of 0.002 is smaller than the significance level of 0.05. In addition, the value of t_{is} calculated at 3.149 where the value is greater than the t_{table} of 1.662. Based on these results, it can be concluded that the variable Product Diversification (X3) has a significant influence on Consumer Satisfaction (Y), thus H3 is accepted.
4. The Service Quality Variable (X4) can be found that the significance value of 0.366 is greater than the significance level of 0.05. In addition, the value of t_{is} calculated over 0.909 where the value is smaller than the t_{table} of 1.662. Based on these results, it can be concluded that the variable Quality of service (X4) has no significant influence on Consumer Satisfaction (Y), thus H4 is rejected.

Discussion

The Effect of Trust on Consumer Satisfaction in UD. Holiday rentals in Jember

From the results of the hypothesis test, the significant value of the customer trust variable was $0.000 < 0.05$ and the regression coefficient value was 0.543. It can be concluded that customer trust has a significant influence partially on UD consumer satisfaction. Purnama Jati Jember. A relationship like this can be interpreted as being better and consistent with the quality that customers receive from UD products. Purnama Jati has been in accordance with expectations, so customers will trust more, and increase customer satisfaction. This is in accordance with the first hypothesis, namely that customer trust has a significant effect on customer satisfaction at UD. Purnama Jati Jember, so that the hypothesis is accepted.

Customer trust is very important for consumer satisfaction, because they have given their willingness to rely on a product despite the risks involved and will produce positive results. Customer trust is an alignment Customer trust arises from repeated perceptions, and the existence of an experience received by consumers according to what is expected, through the quality provided is consistent and consumers have received what has been promised well. (L. Macintosh, 2015).

Customer trust is also consumer knowledge about the product, its information, and its benefits. The trust that the company has built for customers will create a sense of security and can reduce the risk of purchase. When consumers already trust, consumers will show positive attitudes and behaviors because trusted products provide positive results and are in accordance with their expectations. The stronger the consumer's trust in the products offered, the more satisfied consumers are with what has been received. Thus,

companies need to continue to maintain and increase customer trust as an effort to increase consumer satisfaction.

The results of this study are the same as previous research conducted by (Hendayana & Sari, 2021), showing that consumer satisfaction has a positive and significant effect on consumer satisfaction. Research conducted by (Pranogyo, 2023) and (Syeha Rahmawati, 2023) It also explains that customer trust has a positive and significant effect on consumer satisfaction. Therefore, the higher the level of customer trust, the higher the level of consumer satisfaction with UD. Purnama Jati will also increase.

The Effect of *Packaging* on Consumer Satisfaction at UD. Holiday rentals in Jember

From the results of the hypothesis test, the significant value of *the Packaging* variable was $0.006 < 0.05$ and the regression coefficient value was 0.257. It can be concluded that packaging has a significant influence partially on UD consumer satisfaction. Purnama Jati Jember. This is in accordance with the second hypothesis, namely *that packaging* has a significant effect on customer satisfaction at UD. Purnama Jati jember, So the second hypothesis is accepted. With a relationship like this, it means that *packaging* that is more attractive, strong, informative and safe (not easily damaged), can provide good value to Purnama Jati and will further increase consumer satisfaction.

Packaging It is an object used to wrap or protect products so that they are neat, clean, attractive, and provide aesthetic value for the product. This is in accordance with the opinion (Amstrong, K, 2015) *Packaging* Not only as a container to package products to avoid dirt, but also a place for promotion and information about products to attract consumer buying interest. At *Packaging* well-designed and safe for the product will increase the sales value.

One of the main reasons why *packaging* can affect consumer satisfaction is because it is the initial part that consumers see and face. The *packaging* provides important information about the product which includes the name of the product, the model used, the composition, and *the expiration* date which makes it easier for consumers to know the contents of the product. *Good*, attractive, informative, safe packaging can produce long-lasting product quality and increase consumers' positive perception of the products offered and because the better *the packaging* of a product, it can affect consumer satisfaction. For this reason, in order to maintain consumer satisfaction, *packaging* must continue to be maintained and maintained.

The results of this study are supported by previous research by (Murdjono et al., 2023), (Febryana et al., 2024) and (George Fredik Huninhatu, 2024) which states that *Packaging* has a positive and significant influence on consumer satisfaction. *Packaging* that are good and safe can affect buying interest and satisfaction for Purnama Jati consumers.

The Effect of Product Diversification on Consumer Satisfaction in UD. Holiday rentals in Jember

The results of the hypothesis test showed significant values of the product diversification variable $0.002 < 0.05$ and the regression coefficient value of 0.262. It can

be concluded that product diversification has a significant influence partially on UD consumer satisfaction. Purnama Jati Jember. This is in accordance with the third hypothesis, namely product diversification has a significant effect on consumer satisfaction in UD. Purnama Jati Jember, so that the third hypothesis is stated to be accepted. Because the more and more complete diversification (variation) of products can affect consumer satisfaction.

Product diversification is the diversity of products offered by a company. According to (Assuari, 2018) and Tjiptono 2008:132 diversification of new product development products while the old products are still maintained. Product diversification is used by a company to increase sales by developing new products to grow increased sales, company productivity.

The more diverse products offered by UD. Purnama Jati, the higher the level of satisfaction felt by consumers. Product diversification allows a company to provide a wide selection of products, both in terms of type, taste, and size that can attract consumer buying interest. A variety of products provide consumers with the flexibility to choose products that suit their needs. Product diversification also gives a positive perception of the company, as they consider the company to have innovation and high attention to market demand.

The results of this study are supported by previous research by (Budiman et al., 2022) shows that product diversification has a real and significant influence on consumer satisfaction. Research (Diantika, 2022) and (Maruli et al., 2022) It also stated that product diversity has a partial and significant influence on consumer satisfaction.

The Effect of Service Quality on Consumer Satisfaction at UD. Holiday rentals in Jember

The results of the hypothesis test showed significant value of service quality variables of $0.366 > 0.05$ and coefficient value of 0.069. It can be concluded that the quality of service does not have a significant influence partially on UD consumer satisfaction. Purnama Jati Jember. This is not in accordance with the fourth hypothesis, namely that the quality of service has a significant effect on consumer satisfaction, so the fourth hypothesis is rejected.

These findings are different from the research conducted (Herlambang & Komara, 2022) and (Diantika, 2022) which states that the quality of service has a positive and significant influence on consumer satisfaction. Also, the results of this study do not mean rejecting the theory stated by (Khasmir, 2017) which states that the quality of service is the action of a person who aims to provide satisfaction to customers.

The quality of service does not have a significant effect on satisfaction, meaning that the better the quality of service provided, the better it can not necessarily increase consumer satisfaction. The quality of service received by each consumer can be different and good service cannot necessarily be a benchmark for customer satisfaction. This is due to consumer perception of the quality of UD services. Purnama Jati is already at a level that is considered "standard" or quite satisfactory, small improvements in the quality of service no longer have a major impact on consumer satisfaction. This is in accordance with the principle *diminishing returns* presented in the (Masruro, 2019) mentioning that when the addition of inputs (quality of service) no longer increases output (consumer

satisfaction) significantly. So customer expectations for service are consistently met, so small improvements are often not enough to significantly change perceptions.

Consumers focus more on other aspects such as products, tastes, variations, and packaging that are attractive and safe, not on services that they consider to be common. This is supported by the statement that satisfaction has a broader concept than just assessing service quality but is also influenced by other factors such as customer trust, packaging, and product variety (Sinollah, 2022). In addition, the interaction between consumers and souvenir shop employees tends to be brief and not too complex. The simple purchase process in choosing products, paying, and taking them home makes consumers not pay much attention to the service aspect in depth. Therefore, even though the service provided is good, it is not strong enough to make a significant contribution to consumer satisfaction.

This research is in line with previous research conducted by (Boby Rinaldi, Hicmaed Tachta Hinggo S, 2023), (Natasya & Yudhira, 2023) and (Wicaksono et al., 2022) which shows the results that the quality of service partially does not have a significant influence on consumer satisfaction in the context of retail business. Based on these findings, it shows that in the context of the souvenir industry, UD. Purnama Jati, consumer satisfaction is more influenced by product elements than service.

CONCLUSION

The purpose of this study is to find out whether customer trust, *packaging*, product diversification, and service quality affect consumer satisfaction in UD. Purnama Jati Jember. Based on the results of data analysis and discussion that have been described above, conclusions can be drawn as follows:

1. Customer trust has a significant influence partially on consumer satisfaction, the results of these findings mean UD. Purnama Jati provides a sense of trust in consumers and the quality obtained is consistent, so customer trust will increase consumer satisfaction.
2. *Packaging* has a significant influence partially on consumer satisfaction, the results of this finding mean the *packaging* used by UD. Purnama Jati is more attractive, informative, strong, and safe (not easily damaged), then *packaging* will increase consumer satisfaction.
3. Product diversification has a partial significant influence on consumer satisfaction, the results of this finding mean that the more and complete the diversification (variation) of Purnama Jati products, the more and more will increase consumer satisfaction.
4. The quality of service does not have a significant influence partially, the results of these findings show that although service is the most important aspect of the business, in certain other contexts, consumers prioritize such as customer trust, *packaging*, and product diversification dominate consumer considerations for perceived satisfaction.

Suggestion.

Based on the results and conclusions, it can be suggested as follows:

1. For UD. Full Teak

Based on research that has been conducted at UD. Purnama Jati Jember to increase consumer satisfaction, the company is expected to maintain and increase customer trust, *packaging*, and product diversification so that it always gets a sense of satisfaction from consumers, and must always innovate following the latest trends, especially in processed tape products. For service quality, companies can improve further by directing and improving employee skills when serving consumers in order to gain customer sympathy and can add good value to the satisfaction felt by consumers.

2. For the Next Researcher

This research is still simple, it is hoped that future researchers will take up the same topic of consumer satisfaction using more varied variables and can encourage research in a broader context. So that they can obtain more findings and are useful for the development of science. It is hoped that the results of this study can be used as a reference for researchers to develop this research by considering other variables outside of the variables in this study.

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