

Product Quality and Customer Satisfaction: A Qualitative Analysis of Dairy Products from Anugrah Farm in Kediri Regency

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Article Information		Abstract
Submission date	December 30 th 2025	Research aim : This study aims to analyze customer perceptions of the product quality of Anugrah Farm's milk in Kediri Regency, identify factors influencing customer satisfaction, and provide strategic recommendations to enhance product competitiveness.
Revised date	February 21 st 2025	Design/Methode/Approach : The research employs a qualitative approach, with six informants selected from Anugrah Farm's customers. Data analysis is conducted using source triangulation techniques through in-depth interviews, observations, and documentation.
Accepted date	March 22 nd 2025	Research Finding : The findings reveal that Anugrah Farm's milk possesses good taste, texture, and freshness quality. However, product packaging is considered less appealing, and a lack of innovation in flavor variety poses a challenge. Affordable pricing and good service are identified as strengths, but promotional strategies need to be strengthened through social media channels.
Theoretical contribution/Originality : This research contributes to the literature on the relationship between product quality and customer satisfaction, particularly for local producers, emphasizing packaging, product variation, and promotional strategies as critical elements for enhancing competitiveness.		
Practitioner/Policy implication : Recommendations include innovating packaging designs, diversifying product flavors, improving delivery systems, and strengthening social media promotions to expand market reach and boost customer loyalty..		
Research limitation : The study is limited to customer perceptions in Kediri Regency.		
Keywords : Product quality, customer satisfaction, packaging innovation, flavor diversification, social media promotion.		

1. Introduction

The dairy industry in Indonesia has experienced significant growth and plays a vital role in meeting the nutritional needs of the population. According to the Ministry of Agriculture (2022), the dairy processing sector recorded a 7.3% increase in 2022. This growth has been driven by high demand from both domestic and international markets, aligning with the rising public awareness of the nutritional benefits of milk. However, the national fresh milk production, which reached 1.6 million tons in 2022, remains insufficient to meet domestic

demand, necessitating imports to bridge the gap [1]. Indonesia's dairy market holds immense potential, especially with the presence of numerous local companies offering fresh and processed milk products. This competitive environment encourages companies to continuously innovate in production processes and packaging to attract consumer attention. Furthermore, increasing production capacity is expected to reduce dependence on imports while strengthening national food security[2]. As public awareness of the importance of high-quality nutritional intake grows, demand for milk products with higher standards continues to rise. In the local market, the diversity of dairy products spurs competition among producers to improve product quality and maintain customer loyalty [3].

Product quality and customer satisfaction are two critical elements in the business world [4]. Customer satisfaction can be defined as the sense of pleasure or disappointment that arises after comparing a product's performance to expectations. Most service companies strive to achieve high levels of customer satisfaction due to its significant impact on business, such as enhancing customer trust and loyalty [5]. In the food and beverage sector, superior product quality is a key factor influencing customers' positive perceptions of a product. Previous research [6] revealed that inconsistent product quality could lower customer satisfaction, especially when the product fails to meet consumer expectations. Such dissatisfaction can affect customer loyalty, risking a reduction in customer numbers and an increased likelihood of customers switching to competitors' products. Therefore, maintaining consistency in product quality is essential for building and sustaining customer satisfaction and trust. Additionally, customer satisfaction serves as an indicator of a business's success in retaining customers and fostering loyalty. The relationship between product quality and customer satisfaction is a compelling topic for research, as customer satisfaction can be a key to long-term business sustainability [7].

Anugrah Farm is a producer of fresh milk in Kediri Regency that delivers high-quality fresh milk products. As a local producer, Anugrah Farm strives to maintain the quality of its milk products to remain competitive in an increasingly dynamic market. The dairy products offered by Anugrah Farm boast advantages in freshness, quality, and natural taste. However, to maintain customer satisfaction, Anugrah Farm must continually monitor and evaluate customer perceptions of their products.

Anugrah Farm faces several challenges in sustaining customer satisfaction, particularly regarding product quality. The first challenge lies in less appealing product packaging, where simple packaging designs may affect consumers' perceptions of overall product quality. Attractive packaging plays a crucial role in grabbing consumer attention and enhancing product competitiveness in the market [8]. The second challenge is suboptimal promotional strategies. Limited promotional activities result in a narrow market reach, leaving many potential customers unaware of the products or their advantages. Insufficient promotion can negatively impact brand image, making products less competitive than others that are more actively marketed [5]. The third challenge involves consumer perceptions of product quality, which are often considered average, hindering the spread of word-of-mouth (WOM) promotion. Without superior and consistent product quality, consumers are less likely to recommend the products to others, thereby slowing the growth of new customers [9]. Based

on these challenges, this study aims to explore how the product quality of Anugrah Farm's milk affects consumer satisfaction levels in Kediri Regency through a qualitative approach.

1.1. Statement of Problem

Based on the description above, the research problems are as follows: 1) What are consumers' perceptions of the quality of milk products produced by Anugrah Farm in Kediri Regency? 2) How is customer satisfaction with Anugrah Farm's milk products? 3) What aspects need improvement to enhance customer satisfaction?

1.2. Research Objectives

The objectives of this study are as follows: (1) To analyze customer perceptions of the quality of milk products offered by Anugrah Farm in Kediri Regency. (2) To identify the factors influencing customer satisfaction with Anugrah Farm's milk products. (3) To explore the relationship between product quality and customer satisfaction in the context of Anugrah Farm's milk products. (4) To provide recommendations for improving product quality and customer satisfaction based on customer feedback and qualitative findings.

2. Method

This study uses a qualitative method. According to [10], qualitative research is an approach used to understand social phenomena in a deep and holistic manner. This approach focuses on the meaning and subjective experiences of individuals or groups. Furthermore, this study applies a phenomenological approach in a qualitative method. The phenomenological approach aims to understand the life experiences of informants as they experience and interpret them themselves, especially in the context of their perceptions of the quality of dairy products from Anugrah Farm and how this affects their level of satisfaction. Through in-depth interviews, researchers try to explore the essence of these experiences to find deeper meaning. This approach is relevant for use in research that focuses on the real and subjective experiences of consumers, as explained by [15], that phenomenology is very appropriate for exploring personal experiences of a product directly.

Data collection was conducted using source triangulation methods. In the context of this research, triangulation includes observation, interviews, and documentation. This study utilizes both primary and secondary data. Primary data were obtained directly from informants through interviews. Each interview was recorded and transcribed for further analysis. Secondary data were collected from journals, books, and other supporting documents. Informants in this study were selected using the 4R technique [11] :
1)**Relevance**: Ensuring that the informants understand the issues being studied.
2)**Recommendation**: Selecting informants based on recommendations from key informants.
3)**Readiness**: Conducting interviews when the informants are ready to be interviewed.
4)**Reassurance**: Ensuring that the informants are willing to provide honest, clear, and open answers.

Thus, the informants determined by the researcher in this study are based on: 1) gender (male and female), 2) age groups divided into three categories: young adults (18-25 years

old), adults (26-45 years old), and the elderly (46 years and above), and 3) being customers of Anugrah Farm. Each interview was recorded and transcribed for further analysis.

For data analysis, the study adopted the interactive model by Miles and Huberman, which involves three concurrent flows: **data reduction, data display, and conclusion drawing/verification**. Data reduction entailed selecting, focusing, simplifying, and transforming the raw data from field notes and transcriptions. The reduced data were then organized and displayed in a manner that facilitated understanding and interpretation. Finally, conclusions were drawn and verified through iterative analysis, ensuring the findings' credibility and validity [12].

The research questions for analyzing product quality and customer satisfaction are as follows:

A. Questions about product quality

1. In your opinion, how is the taste and texture quality of Anugrah Farm's dairy products?
2. Is the packaging of this dairy product appealing and suited to your needs? Why or why not?
3. What do you think about the freshness and quality of Anugrah Farm's milk compared to other products?

B. Questions about customer satisfaction

1. How satisfied are you with Anugrah Farm's dairy products overall? What makes you satisfied or dissatisfied?
2. What is your opinion on the pricing compared to the quality of the milk you receive?
3. Does Anugrah Farm's dairy product meet your expectations? Could you elaborate further?

C. Questions about efforts to improve satisfaction

1. In your opinion, what can Anugrah Farm do to improve the quality of its dairy products?
2. Are there any aspects of service or purchasing experience that you feel Anugrah Farm needs to improve?
3. What is your opinion on the promotions or product information provided?

Table 1
Informant Data

No.	Informant Initials	Age	Age Group	Occupation
1	A1	22	Young	College student
2	A2	24	Young	Private employee

3	B1	35	Adult	Merchant
4	B2	43	Adult	House wife
5	C1	50	Elderly	Civil servant
6	C2	55	Elderly	Entrepreneur

Next, to ensure the validity of the interview data, the technique of data triangulation is employed. The triangulation used is source data triangulation, a method aimed at enhancing the validity and reliability of research results by comparing or confirming information obtained from various data sources by combining different sources or data collection techniques. The researcher utilizes multiple data collection methods (such as interviews, surveys, and observations) to obtain a more comprehensive perspective on a phenomenon.

4. Results and Discussion

Table 2
Interview Results on Product Quality

Question	Informant	Answer	Interpretation
a) In your opinion, how is the taste and texture quality of Anugrah Farm's dairy products?	A1	"Rasane susu ini tergolong enak mas. Teksture lembut, Cocok karo aku mas" (The taste of this milk is quite good, sir. The texture is smooth, and it suits me well.)	Based on the responses from six informants, it was revealed that overall, customers have a positive perception of the taste of the milk offered. Many remarked that the milk tastes delicious and matches their preferences. The texture of the milk also received attention, with some customers mentioning that it is smooth and not slippery. Furthermore, the fresh taste and absence of a "fishy" smell make the milk suitable for a wide range of consumers.
	A2	"Enak rasane mas. Tur yo teksture ki ora licin , wes pas mas menurutku tekstur karo kualitas e" (Delicious taste, sir. And the texture isn't slippery, it's just right in my opinion in terms of texture and quality)	
	B1	"Rasane enak mas. Gak enek bau langu, cocok lak kanggo anak-anak." (The taste is good, sir. There's no off-putting smell, making it suitable for children.)	
	B2	"Rasane Enak mas , bau sapine yo gak ada ,enak pokoke mas" (The taste is good, sir. There's no cow-like odor, it's delicious overall.)	
	C1	"Menurutku yo rasane podo susu liane mas , seng penting gak mambu amis e sapi mas, gak tawar soale " (In my opinion, the taste is similar to other milk, sir. The important thing is it doesn't smell like a cow, and it's not bland)	

C2

“Rasane enak mas , diminum yo seger “(The taste is good, sir. It feels refreshing when you drink it.)

A1

*“Kurang menarik mas, harus e dibuat variasi baru sih biar menarik”
(Not very interesting, sir. It should be made with new variations to make it more appealing.)*

A2

*“Menurutku yo biasa aja mas , jane digawé koyok susu botol an yo menarik “
(I think it's just okay, sir. Actually, if it were made like bottled milk, it would be more attractive.”)*

b) Is the packaging of this dairy product appealing and suited to your needs? Why or why not?

B1

“Menurutku yo kemasan e biasa wae mas kurang ” (In my opinion, the packaging is just ordinary, sir. It's lacking.)

B2

“kurang jane mas soale dibungkus e kanggo plastik biasa”(It's somewhat lacking, sir, because it's wrapped in regular plastic)

C1

*“Kurang menarik mas , sak jane di adah i botol ae ben menarik”
(“Not very appealing, sir. Actually, if it were in bottles, it would look better.”)*

C2

*“Anu piye ya mas , yo biasa ae bingung arep jawab opo maneh ”
(Uhm, I don't know, sir. It's just okay—I'm not sure what else to say.)*

c) What do you think about the freshness and quality of Anugrah Farm's

A1

Kualitas susune bagus mas seger dibandingkan produk lain seng tau tak beli ini termasuk bagus sih mas (The milk quality is good, sir, fresh compared to other products I've bought before. It's quite

Based on the informants' responses, the majority stated that the product packaging is considered less appealing and needs innovation to attract more attention. Some customers perceive the current packaging as standard or ordinary. Overall, innovation in design and packaging variation is necessary to enhance the product's appeal in the eyes of consumers.

milk compared
to other
products?

good, sir.)

product has better quality than the other products they have purchased, especially in terms of freshness. However, there were also informants that felt that the freshness of the milk was on par with similar products in the market. Overall, the freshness and quality of the product were well received

A2

Hmm bagus mas kualitas e yo seger juga soale ,kalo dibandingne susu liyo yo iki tergolong apik mas (Hmm, it's good, sir, the quality is fresh too. If compared to other milk, this one is relatively better, sir.)

B1

Lak dibandingne produk liyane yo podo ae mas , seger e ki ya seger seperti susu liyane (If compared to other products, it's just the same, sir. The freshness is like other milk.)

B2

*Susune seger mas enak barang,
dibandingne karo produk liyane yo podo
mas (The milk is fresh, sir, and tastes good.
Compared to other products, it's similar,
sir.)*

C1

*Lak masalah kesegaran yo seger mas ,
kurang paham yo mas dibanding produk
liyane soale wes biasa tuku nde sini (As for
freshness, it's fresh, sir. I'm not really sure
compared to other products since I usually
buy it here.)*

C2

*Yo kualitas e apik-apik ae mas,susune
barang yo seger seng penting gak enek
mambune sapi (The quality is
pretty good, sir. The milk is fresh, and most
importantly, it doesn't have a cow-like
smell)*

Table 3
Interview Result on Customer Satisfaction

Question	Informant	Answer	Interpretation
a). How satisfied are you with Anugrah Farm's	A1	<i>Puas sih mas , kurang puas ku ya di pengemasan e sama varian e susu itu-itu tok . (Satisfied, sir. But I'm a bit dissatisfied with the packaging and the limited variety of milk flavors.)</i>	Based on the responses from the informants, most of them expressed satisfaction with the product. This satisfaction is driven by several factors,

dairy products overall?
What makes you satisfied or dissatisfied?

A2

Puas mas, dilihat teko rasane, hargane karo pengiriman e sing cepet iso dinilai puas lah mas. (I'm satisfied, sir. Based on the taste, price, and fast delivery, I'd say I'm pretty satisfied.)

B1

Puas-puas ae mas, puasku ya mergo hargane tergolong murah mas (It's okay, sir. I'm satisfied because the price is relatively cheap.)

B2

Hmm..puas rasane ki enak terus mase laku ngirim ndek omah iki yo cepet (I'm satisfied because the taste is good, and the delivery to my house is fast.)

C1

Puas banget mas, puas ku ki ya mergo rasane pasti ne enak, regone yo murah, pelayanan e mase bagus seng jual (Very satisfied, bro. I'm satisfied because the taste is definitely good, the price is cheap, and the seller provides excellent service.)

C2

Puas mas, regone murah tur yo cedek lah teko rumah dadi gak usah adoh-adoh laku pengen tuku susu (Satisfied, bro. The price is cheap, and it's close to my house, so I don't have to go far when I want to buy milk.)

A1

sesuai mas, terkait kualitas ya sebanding sama hargane terjangkau buat semua kalangan ("Yes, sir, regarding the quality, it's worth it. The price is affordable for everyone.")

A2

hargane yo sesuai mas sama kualitas e, cukup lah untuk rego sakmene (The price matches the quality, sir. It's reasonable for this price range.)

B1

Harga ne murah mas tapi soal kualitas ya gak murahan tergolong terjangkau (The price is cheap, sir, but the quality isn't cheap—it's quite affordable.)

b). What is your opinion on the pricing compared

including the delicious taste, affordable price, and good service, including fast delivery. The close location of the sales point also adds value. However, there were some suggestions regarding the packaging, which was considered unattractive, and the monotonous flavor variety. Overall, the product has met the respondents' expectations.

Based on the answers from the informants, customers consider the price of this milk product to be in line with the quality it offers. The affordable price is seen as accessible to

to the quality of the milk you receive?

B2

Lak masalah harga ,menurutku yo murah mas gak larang-larang nemen sesuai karo kualitas e (Regarding the price, I think it's cheap, sir, not too expensive, and matches the quality.)

C1

Harga ne ya murah mas sesuai karo pelayanan terus kualitas e gak kelaranganan mas ("The price is cheap, sir, and matches the service. The quality isn't overpriced either.")

C2

Murah rego segini terus intok e susu yo akeh ,rasane enak sisan yowes sesuai mas (It's cheap for this price, plus you get a lot of milk. The taste is good too, so it's worth it, sir.)

c.) Does Anugrah Farm's dairy product meet your expectations? Could you elaborate further?

A1

Kalau menurutku sih ya wes sesuai ekspetasi mas ,dengan harga segitu terus barang seng didapat ya wes memenuhi ekspetasi lah mas (In my opinion, it already meets my expectations. For that price, the product I received is as expected. It's suitable for my expectations.)

A2

Wes memenuhi mas karo ekspetasiku , harga e wes murah terus susu seng didapat yo bagus (It's suitable for my expectations—the price is cheap, and the milk is good quality)

various groups without compromising quality. Despite being inexpensive, the product's quality remains satisfactory, supported by good service and adequate portions. Overall, customers feel that this product offers good value for money.

B1

Kurang memenuhi mas,lak menurutku yo wayahe iki pengemasan e diperbaiki neh ben apik mas cah cilik ben seneng(Not really satisfying. In my opinion, it's time to improve the packaging so it looks better, especially for children to like it.)

B2

Wes memenuhi mas , didelok regane termasuk murah terus susune yo enak (It meets my expectations—the price is relatively cheap, and the milk tastes good.)

Based on the responses from the informants, the majority feel that the product meets their expectations, especially in terms of the affordable price and good quality of the milk. However, there are some suggestions to improve the packaging to make it more appealing and to consider adjusting the price to make it more affordable. Overall, the product is considered satisfactory.

C1

Kurang mas, terutama nde bagian kemasan iku lo, harus e bisa diperbaiki. (Not really, especially in terms of the packaging. It needs to be improved.)

C2

yo piye yo mas sesuai tapi enek kurang e nde regane mas menowo iso murah (sambil tertawa) (Well, how should I say it? It's okay, but there's a drawback in the price. If only it could be cheaper. (laughs))

Table 4

interview Result on Efforts to Increase Customer Satisfaction

Question	Informant	Answer	Interpretation
a.) In your opinion, what can Anugrah Farm do to improve the quality of its dairy products?	A1	<i>Ya..dengan mengembangkan produk susu kui sih mas dibuat macem-macem rasane (Yes... by developing the milk products, make them in various flavors.)</i>	All informants provided positive feedback regarding Anugrah Farm's milk product. However, there were several suggestions.
	A2	<i>Mungkin anu mas, daya tahan susu iso digawe lebih lama koyok susu ndek toko-toko (Maybe, the shelf life of the milk could be extended like the ones in stores.)</i>	Informants expressed a desire for a wider variety of flavors, improved product durability, and more attractive packaging design.
	B1	<i>Menurutku lebih ke arah pengemasan e mas , jajal digawe botol an ngunu kui ,cah cilik ben seneng(I think it's more about the packaging, try using bottles like that, so kids would like it.)</i>	
	B2	<i>Ya.. (sambil berpikir) kemasan e mungkin mas coba digawe luweh bervariasi (Yes... (thinking) maybe the packaging could be made more varied.)</i>	

		<p><i>Perlu di inovasi mas , misal e digawe enek rasane koyok coklat opo rasa liyane ngono</i> <i>(It needs innovation, for example, adding flavors like chocolate or others.)</i></p>
C1		<p><i>Opo yo mas , ga enek seng perlu ditingkatne neh wes cukup ngunu ae mas</i> <i>(Hmm, I don't think there's anything else that needs improvement; it's already good as it is.)</i></p>
A1		<p><i>Menurutku ya ga ada sih mas ,teko segi pelayanan ya wes bagus</i> <i>(I think there's nothing to complain about, sir. In terms of service, it's already good.)</i></p>
A2		<p><i>Pelayanan e wes bagus mas , mase ya penak an orang e</i> <i>(The service is good, sir. The staff are friendly and approachable.)</i></p>
b). Are there any aspects of service or purchasing experience that you feel Anugrah Farm needs to improve?	B1	<p><i>Hmmm..gaenek mas , wes cukup puas karo pelayanan e</i> (Hmm... there's nothing, sir. I'm quite satisfied with the service.)</p>
	B2	<p><i>Perlu ditingkatkan ndek pengiriman e mas , kadang mase lak ngirim telat</i> <i>(The delivery needs improvement, sir. Sometimes the delivery is late.)</i></p>
	C1	<p><i>Kadang mase lak di wa i bales e suwi mas ..mungkin lak bisa ya dibales e rodok cepet</i> <i>(Sometimes when we text through WhatsApp, the response is slow, sir. Maybe it could be faster.)</i></p>
	C2	<p><i>Gaenek mas ..pelayanan e yawes bagus ,mase barang ya seneng guyon</i> <i>(Nothing to complain about, sir. The service is already good, and the staff like to joke around.)</i></p>

A1

c.) What is your opinion on the promotions or product information provided?

Pendapatku kurang banget mas di segi promosi ne ,harus e iso aktif nde sosmed contoh e tiktok,Instagram karo facebook mas (My opinion is that the promotion is really lacking, it should be more active on social media, for example, on TikTok, Instagram, and Facebook.)

All informants mentioned the lack of promotion for the product. They suggested being more active in utilizing social media platforms such as TikTok, Instagram, and Facebook.

A2

Promosine kurang mas..saiki kan erane sosmed yo kudu iso dimanfaatne mas (The promotion is lacking. Nowadays, social media is crucial, and it should be used effectively.)

B1

Yo kurang mas menurutku promosine ...kudune iso jajal koyok live tiktok opo liyane ngunu kui ben viral (Yes, it's lacking in promotion, I think. It should try things like live TikTok or other activities like that to go viral.)

B2

Jarang promosi yoan mase..dadi yo kurang promosi mas(There hasn't been much promotion, so the promotion is insufficient.)

C1

Lak masalah promosi yo termasuk kurang mas..kudune iso dicoba aktif nde sosial media mas(The promotion issue is also lacking. It should be more active on social media.)

C2

Kurang mas ..harus e yo sering promosi koyok ngekek i diskon ngunui misale (It's lacking. There should be more frequent promotions, like giving discounts, for example (laughing).")

DISCUSSION

Based on the interview results, it is evident that consumer perception of Anugrah Farm's dairy product quality is generally positive, particularly regarding taste, texture, and freshness. The majority of informants stated that the dairy products have a good flavor, a smooth texture, and are free from unpleasant odors, aligning with consumer preferences. These findings underscore the importance of product quality as a primary factor in enhancing customer satisfaction, as supported by [6] who emphasize the significance of consistent quality in building consumer trust. However, the product packaging design was deemed unattractive, necessitating innovation to improve the product's visual appeal. This aligns with the research of [8], which suggests that attractive packaging can significantly influence consumer perceptions of a product's quality.

Furthermore, the product price was considered balanced with the perceived quality, making it one of Anugrah Farm's competitive advantages in the local market. The affordable price was seen as accessible to various consumer segments without compromising product quality, reinforcing the findings of [7] that a balance between price and quality can foster customer loyalty. Nevertheless, some consumers highlighted the need for developing a wider variety of flavors and optimizing promotional strategies, especially through social media platforms like TikTok and Instagram, to expand market reach. In today's digital era, social media has become a vital platform for businesses to communicate with consumers and build brand awareness. Utilizing channels such as Instagram and TikTok allows businesses to engage with a broader audience through visual and interactive content. These platforms not only enhance promotional reach but also foster closer connections with customers, influencing their purchasing decisions and loyalty more effectively than traditional marketing approaches [13].

In terms of service, consumer feedback was generally positive regarding the friendliness and speed of service. However, improvements in delivery time were identified as an aspect that needed to be enhanced to provide a better customer experience. Considering these various inputs, this research highlights the importance of innovation in packaging design, product diversification, and strengthening promotions as strategies to enhance customer satisfaction and loyalty. Furthermore, emphasized that customer satisfaction is influenced not only by the product quality but also by the quality of service and the atmosphere in which the product is presented. Customer satisfaction is not solely influenced by the quality of the product itself, but also by how well the overall service experience supports the product offering. Factors such as responsiveness in handling orders, the clarity of information provided, and the convenience of the purchasing process all contribute to shaping the consumer's perception of value. A comfortable, supportive environment whether physical or digital has been shown to enhance the emotional connection between consumers and products, which in turn strengthens satisfaction and repeat buying behavior [14].

4. Conclusion

Based on the research conducted, it can be concluded that Anugrah Farm's dairy products have satisfactory taste, texture, and freshness, pleasing the majority of customers. However, the main weaknesses lie in the unattractive and monotonous packaging design, as well as the limited variety of flavors. Although the price is affordable and the service is fairly satisfying,

the promotion strategy needs to be enhanced through social media to expand the market. By innovating the packaging, developing new flavor variants, and engaging in more active promotions, Anugrah Farm can increase customer satisfaction and loyalty, solidifying its position in the local market.

This research makes significant contributions, both scientifically and practically, to understanding the relationship between product quality and customer satisfaction in the local dairy industry. Scientifically, this research enriches the literature on factors influencing consumer perceptions of dairy products, highlighting packaging design, flavor variety, and promotion strategies as often-overlooked elements in the context of local producers. Practically, the research findings provide guidance for Anugrah Farm to enhance its competitiveness through packaging innovation, product diversification, and strengthening social media-based promotions. The novelty of this research lies in its in-depth qualitative approach, which uncovers direct insights from customers and focuses on the specific challenges faced by local dairy producers amidst intense competition. These findings are expected to encourage policies supporting the development of local micro-enterprises in improving their competitiveness and product quality in a broader market.

The limitations of this research lie in its scope, which is limited to the perceptions of Anugrah Farm customers in Kediri Regency, so the results may not represent perceptions in other regions with different market conditions. Additionally, this research uses a qualitative method focused on interviews, so the data produced is subjective and depends on the interpretation of informants, without quantitative measurements that can provide broader generalizations. Future research agendas can include a quantitative approach by distributing questionnaires to a larger sample to statistically test the relationship between product quality, satisfaction, and customer loyalty. Furthermore, a comparative study with other dairy producers in different regions is also relevant to understand how regional factors, marketing strategies, and consumer preferences influence competitiveness and customer satisfaction. Further research can also explore the impact of packaging innovation and flavor diversification on purchasing decisions to provide more specific strategic guidance for product development.

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