

THE EFFECT OF SERVICE QUALITY ON BUILDING CUSTOMER SATISFACTION (ALFAMART TERRITORY OF RETAIL INDUSTRIAL IN BEKASI)

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ARTICLE INFO

Article history:

Received:
1 June 2022

Accepted:
15 June 2022

Available online:
30 June 2022

ABSTRACT

The purposes of this study are determine whether service quality is related to customer satisfaction. This type of research is descriptive with a questionnaire as a data source. The population in this study is the number of consumers who buy basic necessities for 3 months totaling 590 people. The sample in this study was 85 respondents, the sampling technique used was accidental sampling, namely the technique of determining the sample based on chance, namely anyone who coincidentally met a researcher who was buying goods which was used as a sample. The analytical tool in this research is simple linear regression. The next stage of the questionnaire data was analyzed by simple linear regression assisted by the SPSS version 17 computer program. The results showed that based on the results of the correlational test the relationship between the service quality variable (X) and customer satisfaction (Y) was 0.244 because the two variables had a significance value greater than 0.05, namely ($0.012 > 0.05$), then the relationship was stated not linear and it can be concluded that the quality of service (X) with customer satisfaction (Y) there is no linear relationship. Meanwhile, based on the service quality variable test (X), the t-count value is 2293 and the t-table is 0.05 (df=99) with a significance level of 0.024; Thus, $t \text{ count} > t \text{ table}$ ($2293 > 0.179$), but because the significance is greater than 0.05 ($0.024 > 0.05$), the first hypothesis (H1) is rejected and H0 is accepted, meaning that service quality (X) has positive effect and significant to customer satisfaction (Y).

Keyword: Service Quality, Customer Satisfaction, Retail

1. INTRODUCTION

Life in modern times affects changes in all sectors that surround people's lives. The development in the industrial world competition is getting fiercer. Companies compete with each other to produce the best products and services to capture market share. More options will be available so that consumers can choose the products and services that are most suitable for them. One of the characteristics of a

successful company in today's competitive industrial environment is being able to produce quality products and services to meet consumer needs, so that consumers feel satisfied.

Customer satisfaction is the customer's response to the discrepancy between the previous level of interest and the actual performance he feels after using defines by Rangkuti (2012: 76). Achieving customer satisfaction is a powerful weapon for companies to be able to enter the arena of competition, in achieving competitive advantage, and being able to increase market share defines by Wang and Lo (2012: 51). The firm achieve this customer satisfaction, it requires the commitment of the company's management as well as proper knowledge of customer desires and perceptions where customer satisfaction is an after-purchase evaluation where the chosen alternative is at least equal to or exceeds consumer expectations. As stated by Kottler and Keller (2015: 138) that satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or result) against their expectations. If the performance fails to meet expectations, the consumer is dissatisfied, otherwise if it meets expectations, the consumer will be satisfied. So that customers are satisfied, the quality of service must be improved.

According to Zeithaml et al. in Lupiyoadi (2014:216). Service quality is how the difference between reality and customer expectations for the services they receive. The success of the company in providing quality services to its customers will achieve a high market share, and the increase in company profits will also be high. Empirically, service quality can be maintained by retail stores so it will be able to bring satisfaction to customers. Therefore, service is an obligation for retail store managers to try to satisfy customers in terms of service. The best service quality will get more market share, even though there are many competitors in the same area.

This resulted is decline in sales not because the services offered were unattractive, lack of completeness of goods, prices that were not cheap, the absence of attractive price discounts, poor product arrangement, or inconvenient places that caused dissatisfied customers causing sales to decline. However, due to the impact of the COVID-19 pandemic which has caused fewer visitors, decreased purchasing power, sales drops for certain categories, shorter operating hours and so on.

Problem Formulation

Based on the background above the main of question on this research is Service quality is related to customer satisfaction.

Research Purpose

This research was conduct with the aim to provide an answer to the problems faced by the company by analyzing the influences such as service quality is related to customer satisfaction and service quality affects customer satisfaction.

Benefit to Research

This Research is expected to have the following benefits:

a) Practical Benefits

The results of this study are expected to contribute to science, especially in marketing management, so that it can be used as a guideline regarding the factors that can affect customer satisfaction as a consideration for determining future company policies. The results of this study are also expected to contribute information about the effect of service quality on customer satisfaction and

b) Theoretical Benefits

The author hopes that this research can provide additional scientific discourse as a reference material and or consideration in writing scientific papers. So, Researchers contribute to academics who will conduct this research, as well as add experience, insight and apply theoretical knowledge gained during study at the Department of Management (Marketing).

2. LITERATURE REVIEW

Customer satisfaction

Customer satisfaction is an emotional assessment of consumers after the customer uses the product where the expectations and needs of the customers who use it are met. This statement is related to the definition of Kotler in Sujardi (2012: 49), customer satisfaction is the level of one's feelings after comparing the performance he feels with expectations. If customer satisfaction is described according to Yulianto's statement (2011: 34) especially is the difference between what the customer expects (expected value) and the realization given by the company in an effort to meet customer expectations (perception value) if:

- a) Expected value = perceived value of satisfied customers.
- b) Expected value < customer perception value is very satisfied.

Meanwhile, according to Irawan (2012:35), "Customer satisfaction is the result of an assessment from customers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less". From the description of the expert, it can be concluded that customer satisfaction is the level of one's feelings when receiving the products or services offered and comparing the performance of the products or services received with the expectations they have.

Service Quality

Service quality is an activity and has a function that is given by one party to another which sometimes does not or has a relationship with a physical product and affects the ownership of something. So the quality of service is all the characteristics and characteristics of a service or product in order to create a sense of satisfaction for consumers. Service quality can be interpreted as a feature or advantage in a product or service as a whole which is valued by consumers, consumers will assess the level of service provided to meet consumer desires.

Tjiptono (2012: 59) states as follows "Service quality is the expected level of excellence and control over the level of excellence to meet customer desires. The definition of service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations. According to the American Society for Quality Control quoted from Lupiyoadi (2011:144) an explanation from Sudarsono and Edilius related to service quality, namely the overall characteristics and characteristics of a service in terms of its ability to meet the needs that has been determined or is latent. Meanwhile, according to Rahmayanty (2013:12) who explains the advantages of good service quality, including higher sales income, lower production costs, and increased profitability and growth.

That statement is related to the definition of Chan (2017:14). The quality of service, especially in the service sector, will be associated with the quality of the business. If the services provided are getting better so that they can satisfy consumers, the business will be of higher quality and vice versa. Every company is required to always improve services in order to optimize the quality of services defines by Chan, (2017:14). Based on this understanding above it can be concluded that service quality is very important in the business world. The service business without quality of service will not exist where service is the selling point of the service business world.

Conceptual Framework

Effects of service Quality on Customer Satisfaction

This Research related are:

- 1) Aria Adhi Kusuma's research 2019 Tribuana College of Economics Research title The Effect of Service Quality on Customer Satisfaction. The results of the study were based on partial testing (t test) tcount of the Service Quality variable of 7.168 by looking at the position of tcount (7.168) which was greater than t-table (0.05) then tcount was in the area of rejection of Ho and acceptance of Ha so that the decision was to reject Ho and accept Ha. This means that partially the Service Quality variable affects customer satisfaction. This means that the service quality variable affects customer satisfaction. In connection with the results of hypothesis testing, the results of this study

indicate the influence of service quality on customer satisfaction. The effect of the research results shows a positive direction, which means that good service quality will increase customer satisfaction.

- 2) Research by Irsa Maulian Nugraha 2016 Diponegoro University Semarang The title of the research is Analysis of the Effect of Service Quality and Price Matching on Repurchase Decisions with Consumer Satisfaction as an Intervening Variable. The results of this study prove that all hypotheses are accepted. The 5 accepted hypotheses include that service quality has a positive effect on consumer satisfaction, price suitability has a positive effect on consumer satisfaction, consumer satisfaction has a positive effect on repurchase decisions, service quality has a positive effect on repurchase decisions and price suitability has a positive effect on repurchase decisions.
- 3) Research by Eko Yuwananto 2011 Semarang State University, The title of the research is the Effect of Service Quality and Price on Customer Satisfaction in the Nine Five Building Materials Business in Gunung Pati District. The results of the study obtained a simple linear regression equation $Y = 2.675 + 0.042 X_1 + 0.579 X_2$. There is an effect of partial service quality with a value of $t = 3.687$, there is a partial effect of price on customer satisfaction with a value of $t = 11.831$ and there is an effect of service quality and price simultaneously with a value of $F = 139.327$. Overall service quality and price affect customer satisfaction by 0.708, this means that 70.8% of customer satisfaction in the nine five building materials business is influenced by the service quality and price variables, while the remaining 29.2% is influenced by other variables that are outside the variables studied in this study. Based on the results of the research above, it can be concluded that there is a significant effect of service quality and price on customer satisfaction in the Nine Lima building materials business.
- 4) Research by Rina Sukmawati 2017 State University of Yogyakarta. The results showed, there was a positive and significant effect of product quality on Garden Cafe consumer satisfaction, as evidenced by the regression coefficient value of 0.152, tcount value of 2.608, and significance value of 0.011 and there is a positive and significant effect of price on Garden Cafe consumer satisfaction, as evidenced by the regression coefficient value of 0.334, tcount value of 4.239, and significance value of 0.000; there is a positive and significant effect of service quality on Garden Cafe consumer satisfaction, as evidenced by the regression coefficient value of 0.368, tcount value of 5.915, and significance value of 0.000; there is a positive and significant effect of product quality, price, and service quality variables together on Garden Cafe consumer satisfaction, as evidenced by the Fcount value of 83.089 and the significance value of 0.000. Consumer satisfaction is influenced by product quality, price, and service quality by 72.2%, while the remaining 27.8% is influenced by other variables not examined in this study.
- 5) Service quality is closely related to customer perceptions of the quality of a business. The better the service will affect the level of satisfaction felt by the customer so that the business will be judged to be of higher quality. Conversely, if the service provided is not good and satisfactory, then the company is considered less qualified. Therefore, efforts to improve service quality must continue to be improved in order to maximize service quality. This can be seen in previous research conducted by Wayan Arya Paramarta (2009), which states that there is a significant influence between Service Quality on Customer Satisfaction.
- 6) This research also has a relationship with Kotler's statement with various indicators are including, tangibles, realibility, responsivess, assurance, and emphaty which using their respective approaches it can be influences of independent of quality of services. In order that , it defines of relation beetwen Kotler in Sumardi Journal have several indicator including re-purchase, creating the Word-of-Mounth, creating brand image, 4. creating Purchase decisions in the same Company are using their respective approaches of influences of dependent customer satifaction.
- 7) We can look from the opinion of expert above it can be concluded that description the flow of thought between research variables with reference to the results of previous studies and expert opinions, it can be described through the research model framework as follows:

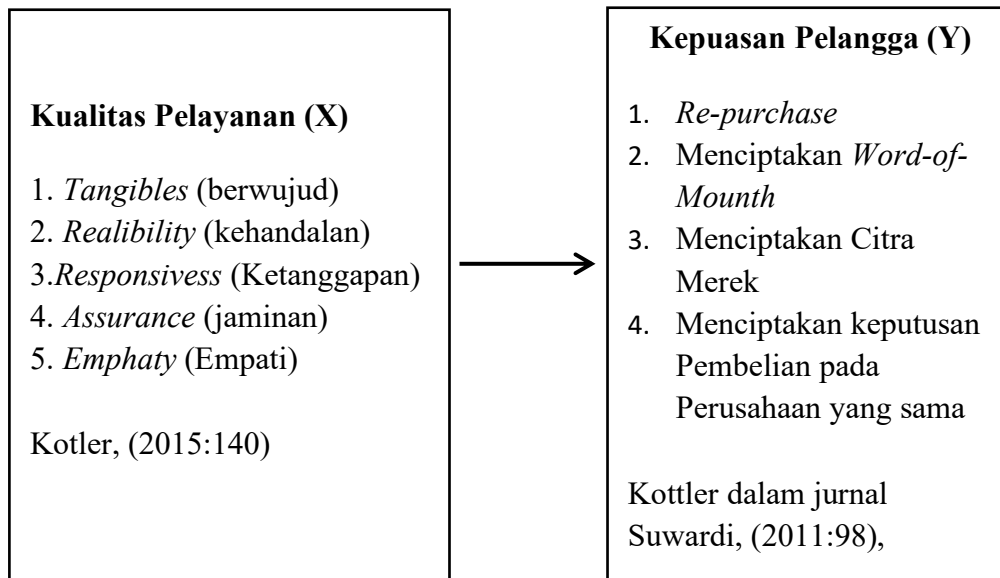


Figure 1. Conceptual Framework

Research Hypothesis

There is a relationship between service quality and customer satisfaction. So, Service quality (X) has positive effect and significant to customer satisfaction (Y).

3. METHODS

This research is a quantitative research using the SPSS 17 version program analysis tool. The number of respondents is 85 employees of Alfamart Retail Industries. The sampling technique in this study was purposive accidental sampling using Solvin formulas.

4. FINDINGS AND DISCUSSION

Table 1 Gender of Respondents, Profile of Respondents by Gender

No	Gender	Amount	Percentage
1	Man	28	33%
2	Woman	57	67%
Total		85	100%

Source: Processed primary data (2022)

Table 2 Age of Respondents, Profile of Respondents by Age

No	Age	Amount	Percentage
1	18-25	19	22%
2	26-35	23	27%
3	36-45	22	26%
4	> 45	21	25%
Total		85	100 %

Source: Processed primary data (2022)

Based on the information in table 4.1, it can be seen that of the 85 respondents, the number of respondents who were male was 28 people, (33%) while the female sex was 57 people (67%). Meanwhile, the information in table 4.2 above, it is known that from 85 respondents, the number of respondents aged 18-25 years was 19 people (22%), aged 26-35 were 23 people, (27%) aged 36-45 were 22 people (26%) and age > 45 years as many as 21 people (25%).

Tabel 3 Education of Respondents, Profile of Respondents by Education

No	Education	Amount	Percentage
1	SD	11	13 %
2	SMP	23	27 %
3	SMA	15	18 %
4	D3	18	21 %
5	SI	16	19 %
6	S2/S3	2	2%
Total		85	100%

Source : Processed primary data (2022)

Based on the information in table 4.3 above, it is known that from 85 respondents, the number of respondents with elementary education level was 11 people (13%), junior high school education level was 23 people (27%), high school education level was 15 people (18%), level D3 education is 18 people (21 %), S1 education level is 16 people (19 %), and S2 / S3 education level is 2 people (2 %).

Table 4 Respondents of Marital Status, Profile of Respondents Martial Status

No	Martial Status	Amount	Presentage
1	Not Married	23	27 %
2	Married	38	45 %
3	Widow/widower	24	28 %
Total		85	100 %

Source : Proccesed primary data (2022)

Table 5 Respondents Of Occupation, Respondent Profile by Occupation

No	Occupation	Amountner	Percentage
1	Student / Colleger	16	19 %
2	Private employees	10	12 %
3	Government employees	11	13 %
4	Businessman	18	21 %
5	Retired	13	15 %
6	Other	17	20 %
Total		85	100%

Source: Processed primary data, 2022

The Information in table 4.5 above, it is known that from 85 respondents, the number of marital status of respondents who are unmarried is 23 people (27%), 38 people are married (45%), and widowers / widows are 24 people (28%). Meanwhile, based on the information in table 4.6 above, it can be explained that most of the respondents' jobs are students as many as 16 people, private employees as many as 10 people, civil servants as many as 11 people, entrepreneurs as many as 13 people, retirees as many as 13 people, and others as many as 17 people.

Table 6 Item Validity Test Results Service Quality Variable (X)

Variabel	Item Pert	r count	r table	Conclusion
Service Quality (X)	Item 1	0.632	0,179	Valid
	Item 2	0,729	0,179	Valid
	Item 3	0,751	0,179	Valid
	Item 4	0,590	0,179	Valid
	Item 5	0,574	0,179	Valid
	Item 6	0,655	0,179	Valid
	Item 7	0,527	0,179	Valid
	Item 8	0,732	0,179	Valid

Variabel	Item Pert	r count	r table	Conclusion
	Item 9	0,606	0,179	Valid
	Item 10	0,569	0,179	Valid
	Item 11	0,246	0,179	Valid
	Item 12	0,268	0,179	Valid
	Item 13	0,362	0,179	Valid
	Item 14	0,257	0,179	Valid

Source: Primary data processed (2022)

Based on the statement from table 4.7 Service Quality variable (X) of the 15 statement items, the valid is 1 item, namely the question item no. 12, this can be seen from the product moment correlation value (r count) which is bigger than (r-table) namely no.12 ($0.268 > 0.179$) because the 1 item r count is bigger than the r-table then it is declared valid or the drop for each question item is bigger than (significant level 5% and $n = 85$), Thus 14 the items in the instrument meet the requirements of statistical validity or authenticity and the data can be used to measure this research accurately and carefully.

Table 7 Item Validity Test Results Customer Satisfaction Variable Y

Variabel	Item	r count	r table	Conclusion
Customer Satisfaction Y	Item 1	0,758	0,179	Valid
	Item 2	0,327	0,179	Valid
	Item 3	0,558	0,179	Valid
	Item 4	0,277	0,179	Valid
	Item 5	0,506	0,179	Valid
	Item 6	0,594	0,179	Valid
	Item 7	0,577	0,179	Valid
	Item 8	0,491	0,179	Valid
	Item 9	0,758	0,179	Valid
	Item 10	0,327	0,179	Valid
	Item 11	0,558	0,179	Valid
	Item 12	0,506	0,179	Valid
	Item 13	0,594	0,179	Valid
	Item 14	0,577	0,179	Valid

Source: Primary data processed (2022)

The statement from table 4.8 Customer Satisfaction variable Y of the 15 statement items are all valid, this can be seen from the product moment correlation value (r count) for each statement item which is greater than the r-table value of 0.179 (significant level 5% and $n = 85$), Thus the 14 items in the instrument meet the requirements of statistical validity or authenticity and the data can be used to measure this research accurately and carefully.

Tabel 8 Reliability Test Results

Variable	Value of Alpha	Conclusion
Service Quality (X)	0,852>0,6	Reliabel
Customer Satisfaction (Y)	0,860>0,6	Reliabel

Source: Primary data processed (2022)

Based on table 4.9, it shows that the instrument for each research variable is reliable, because count > 0.6 on the Service Quality variable has count $0.852 > 0.6$ and Customer Satisfaction variable has count $0.860 > 0.6$. Test Descriptive statistical analysis is used to find out the picture, in describing each

research variable is to make a rating scale. The calculation of the rating scale is by multiplying the entire frequency of the data by the weighted value.

Hypothesis Testing

Table 9 Result of Test T

Coefficients^a					
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	T
1	(Constant)	35.344	9.021		3.918
	KUALITAS	.355	.155	.244	2.293
Dependent Variable: Saticfaction					

Source: Data processed (2022)

Based on the results of the analysis using SPSS Version 17, the t-test results above obtained the ttable value of the service quality variable (X) of 0.179 (obtained by finding the value $df = n - k - 1 = 16 - 3 - 1 = 12$ and the value of $\alpha = 5\%$ is divided into two, namely $\alpha/2 = 0.025$ and the value of t-count is 2293. So, the value of $t_{count} > t_{table}$ is $2293 > 0.179$ and the significance is greater than the value of 0.05, ($0.024 > 0.05$). It can be concluded that the first hypothesis (H1) is accepted and H_0 also is accepted. Thus, the hypothesis which states that "service quality (X) has a positive effect on customer satisfaction (Y)", it is rejected and service quality (X) has significant effect on customer satisfaction (Y), "received". Thus, the conclusion is service quality (X) has no positive and significant effect on customer satisfaction (Y)".

Discussion

Service Quality has positive and significant effect of customer saticfaction

This can be proven in the correlational test that the relationship between the service quality variable (X) and customer satisfaction (Y) is 0.244 because the two variables have a significance value greater than 0.05, namely ($0.012 < 0.05$), then the relationship is declared linear and it can be concluded that the quality of service (X) with customer satisfaction (Y) there is linear relationship. This also can be proven by the t-test of the service quality variable (X), the t-count value is 2293 and the t-table is 0.05 ($df=99$) with a significance level of 0.024. Thus, $t_{count} > t_{table}$ ($2293 > 0.179$), but because the significance is greater than 0.05 ($0.024 < 0.05$), the first hypothesis (H_a) is accepted and H_0 is accepted, meaning that service quality (X) has positive effect and significant to customer satisfaction (Y)".

5. CONCLUSION AND RECOMMENDATION

The conclusions based on the research objectives is There is a positive and significant effect of service quality on Alfamart customer satisfaction in Bekasi.

Recommendation

- 1) Alfamart Mini Market should complete the lag! type (variation) products in each brand as well as the availability of various sizes or product packaging and adequate quantity. Alfamart Mini Market is expected to periodically carry out surveys to find out what kinds of products are always in demand by consumers. Mini Market Alfamart should know what factors can improve consumer purchasing decisions.
- 2) Future researchers are advised to add other variables that are thought to have an effect on customer satisfaction.

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