

The Effect of Service Quality on Customer Satisfaction at Indomaret Minimarket in Seberang Ulu II District

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Abstract

This study aims to determine the effect of price, knowledge and reference groups on purchasing. This study aims to determine the effect of service quality simultaneously and partially on customer satisfaction at Indomaret Minimarkets in Seberang Ulu II District. This study used 100 samples, the sampling technique used nonprobability sampling technique by means of purposive sampling. The type of research used is associative, the data used is primary data. The data collection technique used is a questionnaire. The analysis technique used is Multiple Linear Regression analysis, F test, t test and the coefficient of determination. The results of the Multiple Linear Regression analysis of the Tangible, Empathy, Reliability, Responsiveness and Assurance variables, have a positive regression coefficient meaning that Tangible, Reliability, Responsiveness, Empathy and Assurance have a positive influence on Customer Satisfaction. The results of the F-test analysis showed that there was a significant effect of Tangible, Reliability, Responsiveness, Assurance and Empathy on customer satisfaction at Indomaret Mini Markets in Seberang Ulu II District. The partial results of the t-test hypothesis show that Reliability, Responsiveness and Empathy have a significant effect on Customer Satisfaction and Tangible and Assurance have no significant effect. Analysis of the Coefficient of Determination shows that 72% of the change in customer satisfaction is caused by the large contribution of the independent variables to the dependent variable in the study, while the remaining 28% is caused by other variables not included in this study.

Keywords: product quality, price, promotion, purchase decision.

1. Introduction

Developments in today's modern era Companies must have a strategy to be successful in the business world, the measure that is often used to assess company quality improvement is marketing accompanied by customer satisfaction. In the process, company quality is affected by customer satisfaction where increasing customer satisfaction plays an important role in improving company quality because consumers are the key to achieving profits, the survival of a company or organization is largely determined by how consumers view the company. Therefore, companies must understand what consumers want now and in the future by trying to meet consumer requirements and try to exceed customer expectations. Today many organizations focus a lot on high satisfaction because if customers are just satisfied, then it is easy for them to change their minds when they get a better offer. Those who are very satisfied find it more difficult to change their choice. High satisfaction creates an emotional attachment to a brand, not just a rational preference.

Another factor that can affect customer satisfaction is service quality. Fast service and a friendly appearance make it possible for customers to be interested in coming back and informing others. Service quality is a dynamic condition that is closely related to products,

services, human resources, processes and the environment that can at least meet or even exceed the service quality expected by Fandi Tjiptono in (Indarasari 2019).

According to Priansa (2017) there are five indicators of service quality, namely Reliability, namely the company's ability to perform the promised service reliably and accurately. Tangibles (physical evidence), namely the appearance of physical facilities, equipment, means of communication and the appearance of the employee. Responsiveness, namely the willingness to help customers and provide fast service. d) Assurance, namely the knowledge and courtesy of employees and the ability of employees to convey a sense of trust and confidence. Empathy, namely attention, attention given specifically to customers. Service problems are actually not difficult or complicated, but if this is not paid attention to, it can cause things that are vulnerable because of their very sensitive nature. The service system needs to be supported by service quality, adequate facilities and ethics or manners. While the purpose of providing services is to provide satisfaction to consumers/customers, resulting in the production of added value for the company.

Quality of service in principle is to keep consumer promises so that those served are satisfied. Service quality has a very close relationship with customer satisfaction to undergo a strong relationship with the company. In the long run this kind of bond allows the company to understand carefully the expectations of consumers and their needs. Thus, companies can increase customer satisfaction, which in turn can create consumer loyalty or loyalty to companies that provide satisfactory service quality.

One retail company that provides services and needs for consumers is PT. Indomaret PrismaTama. Indomaret is growing very rapidly with the number of store outlets as of October 2022, Indomaret has 20,853 outlets. Most of the merchandise supply for all outlets comes from 42 Indomaret distribution centers which provide more than 5,000 types of products. Now, Indomaret's presence is further strengthened by the presence of Indogrosir, a subsidiary company with the Wholesale Center business concept. To see the results of the services provided by these prominent employees, the researchers conducted a preliminary survey with 30 consumers who had shopped. Based on preliminary research on 30 consumers, it can be explained that 17 people disagree with the service of employees at Indomaret, 16 people disagree with satisfaction in shopping for products at Indomaret. 18 people disagree There are toilet facilities for consumers and 20 people don't agree Employees who serve look attractive. Then 21 people disagreed about Employees being polite to consumers, 20 people disagreed about Helping consumers who are having difficulties and 17 people disagreed about employees helping to show goods that consumers are looking for. Based on the discussion above, the formulation of the problem in this study is: Is there an influence of service quality on customer satisfaction at the Indomaret Minimarket in Seberang Ulu II District? Is there a Tangible Effect on Customer Satisfaction at the Indomaret Minimarket in Seberang Ulu II District? Is there an effect of reliability on customer satisfaction at the Indomaret Minimarket in Seberang Ulu II District? Is there an effect of responsiveness on customer satisfaction at the Indomaret Minimarket in Seberang Ulu II District? Is there an Assurance Effect on Customer Satisfaction at the Indomaret Minimarket in Seberang Ulu II District? Is there an influence of empathy on customer satisfaction at the Indomaret Minimarket in Seberang Ulu II District?

2. Literature Review

Customer satisfaction. According to Tjiptono and Chandra (2017) "the word satisfaction (satisfaction) comes from the Latin satis (meaning good enough, adequate) and facio (to do or make). Satisfaction can be interpreted as an effort to fulfill something or make something adequate. According to Kotler (2017) customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing their perceptions/impressions of (performance or results) of a product and their expectations.

According to Indarasari (2019) states that customer satisfaction is a summary of the psychological conditions that result when the emotions surrounding expectations do not match and are multiplied by feelings that are formed regarding the consumption experience. According to Fandy Tjiptono (2016) there are 5 factors that influence customer satisfaction: 1) Product quality, 2) Product price, 3) Service quality, 4) Trust or emotional factors 5) Cost and convenience to obtain products or services.

According to Tjiptono (2016) indicators of customer satisfaction include: Overall Satisfaction, Satisfaction with the results obtained, Satisfaction comparison between expectations and reality, Meanwhile, according to Setyo (2017) indicators of customer satisfaction are: Fulfillment of customer expectations; Always use the product; Recommend to others; Service quality; Loyalty; Good reputation; Location. Service quality. According to Kotler and Keller (2017) "any act or performance that one party can offer another that is essentially intangible and does not result in the ownership of anything. It's production may or may not be tied to a physical product." This means any action or activity offered by one party to another, which is basically intangible and does not result in anything. Its production can be interpreted or not linked to a physical product.

According to Kasmir (2017) Quality of Service Quality is defined as the actions or deeds of a person or organization aiming to provide satisfaction to customers and employees. According to Tjiptono in (Indrasari, 2019) service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Based on the definitions described above, the authors conclude that service quality is all forms of providing maximum service provided by the company with all the advantages in order to meet consumer needs in order to meet consumer expectations. According to Kotler in Tjiptono (2016) reveals that there are five dominant factors or determinants of service quality, these five dominant factors include: Tangible, namely in the form of physical appearance, equipment and various good communication materials.

Empathy, namely the willingness of employees and employers to care more about giving personal attention to customers. For example, employees should try to position themselves as customers. If a customer complains, a solution must be found immediately, so that a harmonious relationship is always maintained, by showing genuine concern. By means of the attention given to employees in serving and responding to consumer complaints.

Responsiveness, namely the willingness of employees and employers to help customers and provide services quickly and hear and resolve consumer complaints. By means of the desire of employees to help and provide responsive service, the ability to provide services quickly and correctly, the alertness of employees to be friendly to every consumer, the alertness of employees to work with consumers.

Reliability, namely the ability to provide services as promised, reliable and accurate, and consistent. Examples in this case include the ability of employees to provide the best service, the ability of employees to handle consumer needs quickly and correctly, the company's ability to provide good service in accordance with consumer expectations.

Assurance, namely in the form of the ability of employees to generate confidence and trust in the promises that have been made to consumers. Examples in this case include the knowledge and skills of employees in carrying out their duties, employees are reliable, employees can give trust to consumers, employees have good technical expertise.

According to Priansa (2017) there are five indicators of service quality, namely: Reliability, namely the company's ability to perform the promised service reliably and accurately. Tangibles (physical evidence), namely the appearance of physical facilities, equipment, means of communication and the appearance of the employee. Responsiveness, namely the willingness to help customers and provide fast service. Assurance, namely the knowledge and courtesy of employees and the ability of employees to convey a sense of trust and confidence. Empathy, namely attention, attention given specifically to customers.

Relationship between Service Quality and Customer Satisfaction. Quality Service Quality has an important role in creating customer satisfaction. The customer's perception of the company's Service Quality is good or not depends on the suitability and the desire for the Service Quality it gets. Service provider companies, the quality of services provided becomes a measure of customer satisfaction. If the perceived quality of service quality is smaller than expected, the customer will feel disappointed and dissatisfied and even have other negative impacts on the company. Fandy Tjiptono (2016) stated that the consumer quality satisfaction index measured in any size with the service quality dimensions, namely tangible, empathy, reliability, responsiveness and assurance, has an influence on customer satisfaction. The influence between the quality of Service Quality and customer satisfaction is reinforced by the journal Suryadharma and Nurcahya (2015) which shows that simultaneously the quality variable of Service Quality has a significant effect on customer satisfaction. Research conducted by Millah (2020) The Effect of Employee Service Quality on Customer Satisfaction (Case Study at Alfamart in Karangbong Village, Pajajaran District). Employee service quality has a positive and significant impact on customer satisfaction with Alfamart Karangbong Pajajaran. Research conducted by Chintia, and Munawaroh (2021) The Effect of Service Quality on Customer Satisfaction at Indomaret Dc Tanjung Morawa, Deli Serdang Regency. Based on the partial test results it is known that the variable Service Quality (X) has an effect on Customer Satisfaction (Y). Based on the test results of the coefficient of determination, the Adjusted R square value is 0.507 or 50.7%. This means that the percentage of influence of Service Quality (X) on Customer Satisfaction (Y). of 50.7%, while the remaining 49.3% is influenced by other variables not examined by research.

3. Research Method

The type of research used is associative research, namely research to determine the effect of product quality, price and promotion on the decision to purchase a Wuling brand car in Seberang Ulu II District, Palembang City. The research location was conducted in Seberang Ulu II District, Palembang City, South Sumatra Province. The population in this

study is the people in Seberang Ulu II District, Palembang City, who use Wuling brand cars. The sample in this study were 68 people as respondents in Seberang Ulu II District who used Wuling brand cars. In research data used are primary data and secondary data. Where the primary data was obtained by distributing questionnaires to respondents, while the secondary data used was in the form of data already obtained by researchers, such as books, literature, and data from *websites* that support research on Wuling brand cars. The data collection method that will be used in this study is a questionnaire (questionnaire) which is distributed to the community in Seberang Ulu II District, Palembang City as respondents and users of Wuling brand cars. Data analysis used in this research is qualitative analysis which is quantified, qualitatively it is used with a Likert scale.

4. Findings and Discussions

Table 1. Multiple Linear Regression Analysis Coefficients

Unstandardized Coefficients			Standardized Coefficients	
Model	B	std. Error	Betas	
1	(Constant)	1890	1,705	
	Tangibles	.152	.087	.185
	reliability	.153	.075	.200
	Responsiveness	.374	.070	.410
	assurance	.092	.099	.104
	Empathy	.111	.048	.135

a. Dependent Variable: Customer Satisfaction

Based on the table it is known that the coefficient values can be formed multiple linear regression equations as follows: $Y = 1.890 + 0.152X_1 + 0.153X_2 + 0.374X_3 + 0.092X_4 + 0.111X_5$. Customer satisfaction constant value of 1.890 is positive, Tangible coefficient value is 0.152, Reliability coefficient value is 0.153, Responsiveness coefficient value is 0.374, Insurance coefficient value is 0.092 and Empathy coefficient value is 0.111 This means that if there is an increase in service quality (tangible, empathy, reliability, responsiveness, assurance) then customer satisfaction will increase.

Table 2. Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7143,875	5	1428775	51,840	.000 ^b
Residual	2590765 ¹	94	27,561		
Total	9734640	99			

Dependent Variable: Customer Satisfaction

satisfaction at minimarkets in Indomaret, Seberang Ulu II District. There is no significant effect of Tangible on customer satisfaction at minimarkets in Indomaret, Seberang Ulu II District. There is a significant effect of Reliability on customer satisfaction at minimarkets in Indomaret, Seberang Ulu II District. There is a significant effect of Responsiveness on customer satisfaction at minimarkets in Indomaret, Seberang Ulu II District. There is no significant effect of Assurance on customer satisfaction at minimarkets in Indomaret, Seberang Ulu II District. There is a significant effect of Empathy on customer satisfaction at minimarkets in Indomaret, Seberang Ulu II District.

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