

Review Article

Efforts to Increase Retail Customer Satisfaction

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Abstract - Modern retail business in Indonesia is currently growing more rapidly along with advances in science and technology. Basmalah is a newcomer engaged in the retail sector who also competes in the retail business even though it is still within the scope of East Java. The purpose of the study was to analyze and test the effect of service quality, store atmosphere, and price on customer satisfaction at the Basmalah Pakusari Jember retail. This research is associative research. The population used in this study is the consumers Basmalah Pakusari Jember, with a total sample of 90 respondents. This analysis tool uses multiple linear regression with SPSS software. Statistical test results show the quality of service, store atmosphere, and price affects customer satisfaction Retail Basmalah Pakusari Jember. The coefficient of determination test shows that 38.5% of customer satisfaction Retail Pakusari Basmalah Jember influenced service quality, store atmosphere, and price. At the same time, 61.5% is the contribution of other variables not observed in this study, such as promotion, product quality, location, etc.

Keywords - Service quality, store atmosphere, and price, Retail Basmalah.

I. INTRODUCTION

In the modern era, the modern retail business in Indonesia is currently growing more rapidly along with the advancement of science and technology. Retail is a product marketing activity, both goods, and services, which is carried out in retail or units directly to end consumers for household or personal use, not for resale. Retail is an activity that involves selling goods and services directly to end consumers for personal, non-business use (Kotler 2007). The growth of retail companies, reported at 3.7% in 2019, is a record increase compared to the previous 2.4%. Indonesian retail sales growth data is updated monthly, with an average of 9.8% from 2011 to 2019 with 104 observations. This data reached a high of 28.2% in 2013 and a record low of -5.9% (Retail Sales Growth. MIN_DATE). Saat ini industri retail yang paling berkembang jenis minimarket. Pertumbuhan minimarket itu di atas 15% per tahun. Para pengusaha ritel jenis minimarket masih bisa buka 1000 gerai per tahun (<https://katadata.co.id/opini/2019/01/27/retail-minimarket-masih-tumbuh-1000-gerai-tiap-tahun>) 2019). With so many retail types of minimarkets, the competition between minimarket retailers is increasingly stringent in attracting customers. Therefore, for companies engaged in

the retail business, this type of minimarket needs to carry out strategies to provide satisfaction to customers. This situation requires business people to play a strategy in order to business continuity. This effort causes companies to place orientation on customer satisfaction as the main goal. Companies must understand what the expectations of consumers with appropriate performance. That is, providing performance that is equal to or exceeds consumer expectations, with the aim of getting loyal consumers so as to provide high benefits for the company (Qomariah 2016). Customer satisfaction is the feeling of customers who feel the service provided by service providers exceeds what is expected (Lupiyoadi 2013). Consumers who are satisfied with what they feel then they will provide good information about the services they have received (Tjiptono and Candra 2012). Many factors can increase customer satisfaction. Some factors that are thought to increase minimarket customer satisfaction include service quality, store atmosphere, and price.

One of the main factors determining customer satisfaction is customer perception of service quality. Perception arises because of the response to the stimulus. Stimulus received by a person is very complex; stimulus enters the brain, then is interpreted, interpreted, and given meaning through a complicated process and then produced. Likewise, the perception of the customers must be different too because each customer can perceive after they feel or get quality service. In marketing its products, the company, in addition, must have a marketing strategy to achieve its goals; it must have a good quality of service in order to reach customers (Lupiyoadi, 2013). The quality of service provided by the service provider must be able to provide satisfaction to the customer. The relationship between service quality and customer satisfaction is very close. Good and pleasant service quality will be able to give satisfaction to customers. Therefore a good service delivery strategy needs to be implemented by service providers. Many studies have examined the relationship between service quality and customer satisfaction, including: (Sutrisno, Cahyono, and Qomariah 2017), (Maskur, Qomariah, and Nursaidah 2016), (Nursaid, Purnomo, and Qomariah 2020), (Qomariah 2014), (Setyawati, Rifai, and Sasmito 2018), (Verriana and Anshori 2017), (Qomariah 2012), (Qomariah 2018), (Mulyawan and Rinawati 2016), (Ariska, Qomariah, and Wijayanti 2020), (Mageshwarii and Vasanthi 2020), (Ratnasari and Gumanti 2019), (Purwati and Hamzah 2019), (Yulisetiari and Prahasta 2019), (Rahayu 2019).



The next factor that affects customer satisfaction is the store atmosphere. The store atmosphere is an environmental arrangement designed to make customers feel comfortable shopping. The atmosphere of the store affects the emotional state of spending, which then encourages to increase or reduce spending (Lupiyoadi 2013). The comfortable atmosphere of the store will make customers feel at home shopping for long. Customers who like to linger in the minimarket indicate that customers feel comfortable in the shop. This convenient store strategy can be used as a strategy to attract more customers. A comfortable shop atmosphere will make customers feel happy and satisfied with the atmosphere of the shop. Much research has been done on the relationship between store atmosphere and customer satisfaction, including (Sulaiman et al. 2020) (Ahmad and Nesamani 2020).

The next factor that influences customer satisfaction is price. Price is an important factor in sales, and many companies go bankrupt because of setting prices that are not suitable in the market. The price set must be in accordance with the consumer economy so that consumers can buy the goods. As for consumers, price is a material consideration in making purchasing decisions. Because the price of a product affects consumer perceptions about the product, a positive perception is a result of being satisfied with a purchase made, while a negative perception is a form of consumer dissatisfaction with the product or service it purchases. If the price set by a company does not match the benefits of the product, then it can reduce the level of customer satisfaction, and vice versa if the price set by a company in accordance with the benefits received will increase customer satisfaction. Price is one of the most important elements in determining the market share and profit of a company, and this can affect customer satisfaction. Generally, consumers look for goods or products according to their needs with relatively cheap prices and the same quality products (Tjiptono and Candra 2012). The price of goods that are in accordance with the items to be purchased then it can give a happy feeling to the customer. Happy customers indicate that the customer is satisfied with the price of the item. Research on the relationship between product prices and customer satisfaction include: (Maskur et al. 2016), (Ariska et al. 2020), (Iriyanti, Qomariah, and Suharto 2016), (Setyawati et al. 2018), (Yulisetiari and Prahasta 2019), (Lie et al. 2019), (Mahendra, Yulisetiari, and Subagio 2019), (Hasniaty 2015).

One of the retail companies that participated in meeting the modern market is Basmalah Shop. Basmalah shop is one of the businesses with the concept of a modern market. To date, the Basmalah store has 80 outlets in East Java in 2018 (Source: sidogiri.net). Basmalah shop is owned by the people who are members of the Sidogiri Islamic Boarding School Cooperative. Conceptually the Basamalah store is different from Indomaret and Alfamaret. There is a difference in Toko Bsmalah, which is a business concept, which is part of the business capital sourced from contributions from the surrounding community. The

community can join and become members of the Basmalah Store with very affordable membership fees so that the Basmalah Store can be owned by many people with a collaboration system. In Jember Regency alone, there are 20 Basmalah shop outlets spread throughout the Jember district. However, with the commitment of 22 promises which became the work program of the Jember Regent, one of which contained the absence of issuance of modern network shop licenses. For retailers, the addition of outlets, especially in the Jember area, is very difficult to do with the existence of these restrictions; this is also a demand on the Basmalah Store outlets so that existing outlets can market the products they sell to reach the maximum target. Basmalah shops, especially those in Jln. Gempal, Kertosari, Pakusari, Jember Regency implemented a strategy by placing customer satisfaction as the top priority through the services provided by Basmalah shop employees. And sell goods at different prices for consumers from people who want to shop for resale according to the prevailing retail prices at Basmalah Stores and local markets. Basmalah store atmosphere provides comfort for consumers because the room temperature and arrangement of goods that are easy to attract consumers to make purchases. From the description that has been delivered, then how to improve customer satisfaction based on service quality, atmosphere, and prices at the Basmalah Shop Pakusari Jember. At the same time, the purpose of this study was to determine and analyze the effect of service quality, store atmosphere, and prices on customer satisfaction at the Basmalah Shop in Jember Regency.

II. LITERATURE REVIEW

A. *Quality of Service*

Quality of service is the performance or action that one party can offer to the other party, which is basically intangible and does not result in any ownership (Kotler and Armstrong 2008). In marketing its products, the company, in addition, must have a marketing strategy to achieve its goals; it must have a good quality of service in order to reach customers. Services can be linked to physical products but can also not be related to physical products. This is felt by consumers when making direct contact with all members of the company. If it is in accordance with what consumers expect, the quality of a company's service can be said to be effective in increasing consumer satisfaction with the company. Quality service must be carried out continuously in accordance with consumer needs and company goals.

B. *Store Atmosphere*

Store Atmosphere is the creation of store atmosphere through visuals, arrangement, light, music, and aroma that can create a comfortable purchasing environment so that it can influence consumers' perceptions and emotions to do so. The overall design created aims to build the image of the store and build the characteristics of the store that affect the emotional state of potential customers to make purchasing decisions. The store atmosphere is a whole that is conveyed by the physical layout, decoration, and surrounding environment. The store atmosphere is the

arrangement of indoor and outdoor spaces that can create convenience for customers. Store Atmosphere is an environmental decoration through visual communication, lighting, color, music, and fragrances to stimulate customer perceptions and emotional responses and ultimately influence customer behavior in buying goods (Lupiyoadi 2013).

C. Price

Business actors need to pay attention to prices because, in business competition, prices offered by competitors can be lower with the same quality or even with better quality. Price is the amount billed for a product or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service (Kotler & Armstrong, 2008). Price can be interpreted as the amount of money or other aspects that contain certain utilities or uses needed to get a product (Tjiptono and Candra 2012). The purpose of pricing is that companies must decide what they want to achieve with certain product offerings. If the company has chosen its target market and carefully determined its market position, then its marketing mix strategy, including price, will be quite clear. The clearer the company's goals, the easier it is to set prices. Each alternative price has a different effect on objectives such as profit, sales, and market share.

D. Customer satisfaction

Satisfaction or dissatisfaction is a feeling of pleasure or disappointment from someone who comes from the comparison between his impression of the actual or actual product performance with the expected product performance. Customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations (Kotler and Armstrong 2008). Customer satisfaction is the response or response given by consumers after the fulfillment of their needs for a product or service so that consumers get a sense of comfort and pleasure because their expectations have been met (Qomariah 2016).

III. RESEARCH METHODS

The approach in this research is a quantitative approach. Quantitative research is a research method that is based on the philosophy of positivism, used to examine populations or specific samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative/statistical data analysis

with the aim to test hypotheses that have been set (Sugiyono 2013). The population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. So the population is not only people but also objects and other natural objects. The population in this study were all consumers of Basmalah Pakusari Jember Store. The sample size depends on the number of indicators that are in all other variables (Ferdinand 2006). In this study, the number of samples is determined by multiplying the independent variable by the number of indicators. Referring to the minimum number of samples that must be taken, in this study, the number of indicators is multiplied by 5. Then $18 \times 5 = 90$ respondents. Variables in a study are determined by the theoretical basis and are confirmed by the research hypothesis. The operationalization of concepts is needed in a study to find out whether there is a relationship between each variable in the study (Arikunto, 2006).

A validity test is conducted to determine the extent to which the questionnaire submitted can dig up the data or information needed. An instrument is said to be valid if it is able to explore what it wants and is able to reveal data from the variables studied appropriately (Arikunto 2006). The reliability test is carried out to determine the extent to which the questionnaire submitted and carried out can provide results that are not different if the measurements are taken again on the same object at different times (Ghozali 2011). One questionnaire is said to have high reliability or is trusted if the questionnaire is stable and reliable so that the use of the questionnaire repeatedly will give similar results. A construct is said to be reliable if the Cronbach Alpha value is more than 0.70. If the reliability test results are found to be unreliable, the questionnaire will be improved. To determine the effect of independent variables on the dependent variable, multiple linear regression analysis was used. After obtaining the multiple linear regression model, the next step is whether the developed model is BLUE (Best Linear Unbiased Estimator). This method has criteria that observations must represent minimum variations, constants, and efficiency. The assumptions of BLUE that must be met are no multicollinearity, heteroscedasticity does not occur, and data is normally distributed. The research variables and indicators can be seen in Table 1.

Table 1. Variable and Indicator

Variable	Indicator
Service Quality (X ₁)	1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy

Store atmosphere (X ₂)	<ol style="list-style-type: none"> 1. Lighting 2. Layout of items 3. Temperature in the room 4. Bathroom facilities 5. Decoration 6. Store colors
Price (X ₃)	<ol style="list-style-type: none"> 1. Affordability of prices 2. Discounts or discounts 3. Price Compliance with quality and benefits
Satisfaction (Y)	<ol style="list-style-type: none"> 1. Feeling satisfied with the product and service 2. Always buy products 3. Recommend to others 4. 4) Fulfillment of customer expectations after buying a product

IV. RESULT AND DISCUSSION

A. Descriptive Statistics

Table 2. Respondents' Descriptions

No.	Description		Total	Percentage (%)
1	Age	17-29 year	18	20.0 %
		30-42 year	58	64.4 %
		43-55 year	14	15.6 %
2	Gender	Man	35	38.9 %
		Woman	55	61.1 %
3	Education	Did Not Graduate Elementary School	2	2.2 %
		Graduated From Elementary School	14	15.6 %
		Graduated Junior High	28	31.1%
		Graduated High School	46	51.1 %

B. Data Validity and Reliability Testing

A validity test is used to calculate the correlation between each instrument item score with a total score (Sugiyono 2011). To see valid or invalid data, that is by comparing $r_{table} (n-2)$ with r_{count} (corrected item-total correlation) where n is the number of samples, so n used is $(90-2) = 88$, resulting in $r_{table} (0, 2072)$, Based on the $count \geq r_{table}$, the items in this study were declared valid, the validity testing can be seen in table 3. The results of the validity test show that the results of the calculation of the value of $r_{count} > r_{table} (0.2072)$; thus, each item stated in the questionnaire is declared valid.

Reliability testing is the extent to which the results of a measurement can be trusted. The results of a

measurement can be trusted if several times the implementation of measurements on the same group of subjects obtained relatively the same results, as long as the aspects measured in the subject have not changed. The reliability test in this study uses the Cronbach's Alpha statistical approach. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70 (Ghozali 2011). The reliability test results can be seen in table 4. From the reliability test results, it can be stated that all variables have a Cronbach alpha value above 0.70.

C. Results of Multiple Linear Regression Analysis

Multiple regression is used to determine the effect of service quality variables (x_1), store atmosphere (x_2), and price (x_3) together on customer satisfaction (Y). The

results of multiple regression testing can be presented briefly in Table 5. Multiple linear regression is used to determine the effect of physical evidence variables (x1), Store Atmosphere (x2), Price (x3) on customer satisfaction

(Y). From the results of the multiple linear regression analysis, it can be arranged in the form of a regression equation as follows: $Y_i = 3,953 + 0,290 X_1 + 0.225X_2 + 0,250 X_3$.

Table 3. Test Data Validity

Item	r- table	r- count	Information
Item 1	0,2072	0,489	Valid
Item 2	0,2072	0,298	Valid
Item 3	0,2072	0,295	Valid
Item 4	0,2072	0,247	Valid
Item 5	0,2072	0,368	Valid
Item 6	0,2072	0,225	Valid
Item 7	0,2072	0,295	Valid
Item 8	0,2072	0,243	Valid
Item 9	0,2072	0,348	Valid
Item 10	0,2072	0,265	Valid
Item 11	0,2072	0,293	Valid
Item 12	0,2072	0,275	Valid
Item 13	0,2072	0,564	Valid
Item 14	0,2072	0,311	Valid
Item 15	0,2072	0,234	Valid
Item 16	0,2072	0,241	Valid
Item 17	0,2072	0,263	Valid
Item 18	0,2072	0,291	Valid

Table 4. Reliability Testing

Cronbach's Alpha	N of Items
0.733	18

Table 5. Results of Multiple Linear Regression Analysis

Independent Variable	Regression Coefficient
Service Quality	0.290
Store Atmosphere	0.225
Price	0.250
Dependent Variable = Satisfaction (Y) A constant = 3.953 Fcount = 19.575 , R ² = 0.405 R Adjust = 0.385	

D. Discussion of Research Results

a) Effect of Service Quality on Customer Satisfaction

The results of testing and data analysis show that service quality has a significant effect on customer satisfaction. In other words, if the service quality variable (X1) presented by the service provider is good, customer satisfaction (Y) will also increase. Meanwhile, if the variable service quality (X1) is not good, customer

satisfaction (Y) will also be reduced. Based on the analysis, service quality can affect customer satisfaction because if the shop assistant Basmalah Pakusari Jember provides good service to consumers, it will cause consumers to feel comfortable in buying products or goods at the Basmalah Pakusari Jember store. And based on the distribution of assessment data, respondents tend to agree (48.67%) on service quality. The dominant indicator on service quality

is the Basmalah Pakusari store having smooth communication most agree (52.22%). By responding to consumers through good communication, consumers will feel comfortable and make repeat purchases at the Basmalah Pakusari Jember store.

b) Effect of Store Atmosphere on Customer Satisfaction

The results of testing and data analysis showed that the store atmosphere had a significant effect on consumer satisfaction at the Basmalah Store in Pakember Jember. In other words, if the store atmosphere variable (X2) has a layout that can provide comfort to consumers, consumers will feel satisfied. Meanwhile, if the store atmosphere variable (X2) has a layout that does not provide shopping convenience for consumers, customer satisfaction will be reduced. Based on the results of the study, store atmosphere can affect customer satisfaction because a comfortable store atmosphere can affect customer satisfaction. Based on the distribution of respondents' assessment data tends to agree (52.04%) with the store atmosphere. The dominant indicator is Basmalah Shop Pakusari Jember has the color of the shop giving an interesting impression of most agree (58.89%). An attractive appearance makes consumers want to buy goods or daily necessities at the place.

c) Effect of Prices on Customer Satisfaction

The results of testing and data analysis showed that the price had a significant effect on customer satisfaction at Toko Basmalah Pakusari Jember. In other words, if the price variable (X3) matches what the customer expects, the customer will feel satisfied. Meanwhile, if the price variable (X3) does not match the products sold by the service provider, customer satisfaction will be reduced. Based on research results, prices can affect customer satisfaction because affordable prices with the same quality on the market will make consumers feel satisfied. And based on the distribution of respondents' assessment data tends to agree (54.81%) on the price variable. The dominant indicator is Basmalah Pakusari Stores selling products at affordable prices; most agree (56.67%). With an affordable price, consumers will be interested in buying goods or daily necessities.

V. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

Based on the results of research on consumers Basmalah Pakusari Jember Store on the influence of service quality, Store Atmosphere, and prices on customer satisfaction Basmalah Pakusari stores, Jember, and data analysis, the following conclusions are obtained: service quality has a significant effect on customer satisfaction. If the service quality variable increases, the customer satisfaction variable also increases and vice versa. The hypothesis in this study was accepted and statistically proven. Store Atmosphere has a significant effect on customer satisfaction. If the Store Atmosphere increases, the customer satisfaction variable also increases and vice versa. The hypothesis in this study was accepted and statistically proven. Price has a significant effect on

customer satisfaction. If the price variable increases, the customer satisfaction variable also increases and vice versa. The hypothesis in this study was accepted and statistically proven. Service Quality, Store Atmosphere, Prices simultaneously have a significant effect on customer satisfaction. If Service Quality, Store Atmosphere, Prices have increased, customer satisfaction will also increase and vice versa. This research hypothesis was accepted and statistically proven.

B. Suggestion

Based on the results of research and conclusions, it can be suggested as follows: The Basmalah Shop Pakusari Jember is encouraged to maintain and strengthen the quality of the waiter so that consumers get comfort in shopping. Basmalah shop Pakusari Jember needs to pay a little attention to the temperature of the room so that consumers feel comfortable making purchases. Basmalah shop Pakusari Jember Needs to pay a little attention to the price list of old items with the price list of new items.

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