

THE INFLUENCE OF RETAIL SERVICE QUALITY AND PRODUCT PRICES ON CONSUMER SATISFACTION AT SUZUYA PASAR ACEH BARU

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Abstract

This research aims to test and analyze the influence of retail service quality and price on consumer satisfaction at Suzuya Pasar Aceh Baru. Population of all Suzuya Pasar Aceh Baru consumers. Determining the number of samples to use the formula is 5 times the number of indicator variables, totaling 31 indicators used, totaling 155 samples. The analysis technique used is multiple linear regression analysis. The research results prove that Retail Service Quality and Price are the factors causing the decline in consumer satisfaction which has an impact on the decline in sales of Suzuya Pasar Aceh Baru. This is known from the respondents' answers where the respondents' perceptions regarding Retail Service Quality and Prices are Not Good. Personal Interaction, Promises, and Problem Solving partially do not have a significant effect on Consumer Satisfaction at Suzuya Pasar Aceh Baru. Meanwhile, Policy, Physical Appearance, Convenience, and Price show that they partially have a positive and significant effect on Consumer Satisfaction at Suzuya Pasar Aceh Baru. Simultaneous testing shows that Retail Service Quality and Price simultaneously influence Consumer Satisfaction at Suzuya Pasar Aceh Baru.

Keywords: *Retail Service Quality, Price, Consumer Satisfaction*

1. INTRODUCTION

Suzuya Superstore, whose business activities have many branches in various provinces, one of which is Aceh Province, namely the Pasar Aceh Baru Branch, Banda Aceh City. Suzuya Superstore is a business operating in the retail sector which aims to provide convenience for consumers. Not only that, Suzuya Superstore also provides complete products, with excellent prices and service quality for consumers. Consumers shop at Suzuya Superstore because of the completeness of the products, the products provided are also diverse, such as basic necessities, electronics, cosmetic glassware and many more products provided by Suzuya. This is done by Suzuya to satisfy consumers with the services provided. Tjiptono (2019) believes that consumer satisfaction is a response to the feelings and impressions of consumers related to certain products and services provided, as well as consumer actions in shopping or purchasing products, as well as the market as a whole. However, based on the results of interviews with the marketing manager of Suzuya Pasar Aceh Baru, over the last 2 years there has been a decline in consumer visits. This decline resulted in a decrease in sales turnover. This decline in sales is thought to be caused by a fire that occurred at one of the Suzuki stores in 2022, which resulted in many consumers switching to other stores to buy their needs. The decrease in the number of visits that occurred was one of the consequences of consumer dissatisfaction with Suzuya Pasar Aceh Baru. The sales trend for Suzuya Pasar Aceh Baru will decline in 2023. The decline is quite significant, namely 40.6 percent. This decline was caused by consumer dissatisfaction shopping at Suzuya Pasar Aceh Baru.

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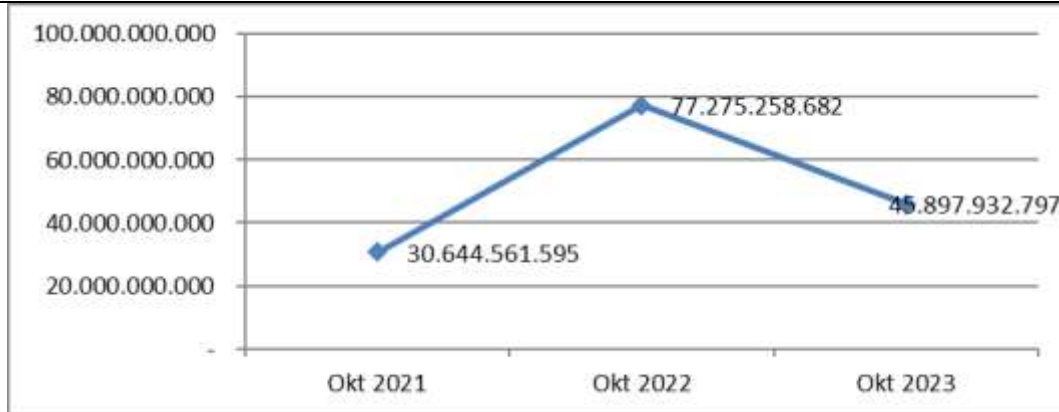


Figure 1.1 Sales Development in 2021-2023
Source: Suzuya Pasar Aceh Baru

Based on Figure 1.1, it is known that the sales trend for Suzuya Pasar Aceh will only decline in 2023. The decline that occurred was quite significant, namely 40.6 percent. This decline was caused by consumer dissatisfaction shopping at Suzuya Pasar Aceh Baru. Consumers have a habit of not coming back to shop or make repeat purchases and will give bad testimonials to other potential consumers if they do not get the response they expected when shopping. Tjiptono (2019) states that consumer satisfaction is a response to the feelings and impressions of consumers related to certain products and services provided, as well as consumer actions in shopping or purchasing products, as well as the market as a whole. This emotional response can be caused by a cognitive evacuation process that compares perceptions (or beliefs) of certain objects, actions or conditions with individual values (or needs, desires and desires). The following are the results of an initial survey regarding consumer satisfaction.

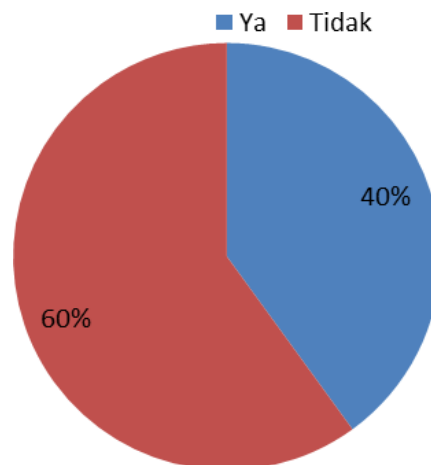


Figure 1.2 Survey regarding Suzuya Consumer Satisfaction Pasar Aceh Baru
Source: Primary data processed, 2023

Based on the survey results, it was found that 60% of consumers felt dissatisfied with shopping at Suzuya Pasar Aceh Baru, while only 40% of consumers felt satisfied. According to Bagus and Ulfan (2022), Retail Service Quality is one of several factors that influence satisfaction. Meanwhile, according to Suhardi et al. (2022), one of the factors that influence satisfaction is price. In analyzing the quality of service, especially in retail-based companies, Retail Service Quality (RSQ) is a concept used to measure service quality in the context of the retail industry. Retail Service Quality (RSQ) includes various dimensions and indicators used to assess consumer experiences in the retail environment. Service quality is considered to be closely related to consumer shopping loyalty.

This is thought to occur if the quality of service desired by consumers can be met, it will give rise to consumers who are satisfied when shopping. Apart from that, service quality and consumer loyalty are also considered to be closely related because if the service provided to consumers is of high quality, it will create consumer satisfaction which will influence consumer loyalty (Putera & Wahyono, 2018). According to Bagus and Ulfan (2022), their research revealed that Retail Service Quality influences consumer satisfaction. The same results were also presented in Hadian and Rahmat's (2019) research where Retail Service Quality was assessed as having an influence on consumer satisfaction. Retail Service Quality consists of six dimensions, including Personal Interaction. Personal Interaction is a direct relationship that occurs between consumers and employees or service providers in business. Based on the observation results, it appears that in the aspect of service quality, consumers expressed complaints about slow service, poor staff responsiveness, as well as problems related to product availability at Suzuya Pasar Aceh Baru. Regarding price, it was found that consumers rarely shop at Suzuya because they think Suzuya is a superstore that has the image of selling expensive goods, so some consumers choose to shop at Suzuya only when they get their salary. The marketing mix (Marketing Mix) can be classified into 4P (Product, Price, Place, and Promotion (Kotler, 2018). However, this research only uses the price variable because the price variable is in accordance with phenomena that occur in the field where there are still many consumers who feel Many prices at Suzuya Pasar Aceh Baru still do not match the quality.

Personal Interaction

There is a direct reciprocal influence between service providers and consumers in doing business.

Policy

Sales regulations are one of the triggers for buyers when shopping with business actors, so there are promotions, discounts and so on

Physical Appearance

Physical company facilities such as equipment, communication tools and other materials used by business actors as well as the way employees dress will provide more attractiveness.

Promises

Promises given to consumers must be kept. A strategic framework is known as the service triangle which reinforces the importance of people in the company keeping their promises and being successful in the company keeping their promises and being successful in building relationships with consumers.

Problem Solving

The company's ability to solve consumer problems will create good interpersonal relationships with consumers which will have an impact on increasing consumer satisfaction.

Convenience

Service behavior that is not to be seen, not to be smelled, and not to be touched is something that must be considered as a measure in assessing comfort

Price

Price is the consumer's perception regarding whether the product price is in accordance with the competitiveness, benefits and quality offered

Consumer Satisfaction

The consumer's feeling of joy or disappointment will arise if the consumer compares the expected performance to whether it is comparable to the consumer's expectations, which is the definition of consumer satisfaction.

2. RESEARCH METHODS

Research Place

This research was conducted at Suzuya Pasar Aceh Baru which is located at Jln. Dimurthala No. 1 Kuta Alam District, Banda Aceh City.

Research types and approaches

The approach to this research is quantitative research. For this type of research, associative research is usually used.

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Population and Sample

Determination of the minimum sample size will be carried out according to the formula from Hair et al. (2010) with the condition that $N = \{5 \text{ to } 10 \times \text{the number of indicators to be used}\} = 5 \times 31 = 155$ samples. The sampling that will be carried out in this research is using a purposive sampling technique, namely when the researcher finds respondents according to their ease of finding and who have shopped or are currently shopping at Suzuya Pasar Aceh Baru.

3. RESULTS AND DISCUSSION

A. Multiple Linear Regression Results

Obtaining the results from the data analysis regression results were obtained from the values in Table 1.

Table 1. Multiple Linear Regression Results

Model	B	Unstandardized Coefficients		Standardized Coefficients		
			Std. Error	Beta	t	Sig.
1	(Constant)	,144	,112		1,211	,142
	Personal Interaction	,022	,067	,016	,081	,781
	Policy	,250	,119	,248	2,852	,000
	Physical Appearance	,215	,078	,205	2,187	,032
	Promises	,031	,099	,029	,292	,658
	Problem Solving	,023	,064	,037	,792	,460
	Cenvenience	,216	,126	,207	2,214	,028
	Price	,285	,054	,254	3,091	,000

B. Correlation and Determination Coefficient

Table 2 Correlation and Determination Coefficients

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884a	,801	,794	.28210

C. Simultaneous Test Results (F Test)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82,537	7	11,791	148,167	,000b
	Residual	11,698	147	,080		
	Total	94,235	154			

D. Partial Test Results (t Test)

Model	B	Unstandardized Coefficients		Standardized Coefficients		
			Std. Error	Beta	t	Sig.
1	(Constant)	,144	,112		1,211	,142
	<i>Personal Interaction</i>	,022	,067	,016	,081	,781
	<i>Policy</i>	,250	,119	,248	2,852	,000
	<i>Physical Appearance</i>	,215	,078	,205	2,187	,032
	<i>Promises</i>	,031	,099	,029	,292	,658
	<i>Problem Solving</i>	,023	,064	,037	,792	,460
	<i>Cenvenience</i>	,216	,126	,207	2,214	,028
	Price	,285	,054	,254	3,091	,000

DISCUSSION

The Influence of Personal Interaction on Consumer Satisfaction

The research results show that personal interaction has no effect on consumer satisfaction. The interactions carried out by staff employees or service providers with consumers are direct interactions. Companies or business people are expected to pay more attention to the relationship between sellers and buyers. It is hoped that the interactions that have been carried out will create a sense of trust and mutual benefit between sellers and buyers. What consumers expect can ultimately be seen in the results of the performance of the employee staff. Fakharyan et al. (2014) stated that an effective way to reduce consumers' desire to switch due to service providers is to carry out personal interactions. Service that is carried out well the first time will create satisfaction for consumers. On the other hand, if the service provided is considered bad by consumers, it will cause a feeling of dissatisfaction with the service provided and will result in the loss of consumers. Vesel and Zabkar (2009) also have the same opinion as the previous opinion which states that in the Do-It-Yourself retail sector, it is clear that personal interaction will have a greater impact on consumer satisfaction than loyalty on consumer satisfaction. Fakharyan et al. (2014) who also explained in their study that the quality of personal interactions will have a positive and direct influence on consumer satisfaction. Meanwhile, the Bed and Breakfast (B&B) industry shows that the quality of personal interaction will produce an impact or effect that will be positive on hotel satisfaction (Chen et al. 2013).

The Influence of Policy on Consumer Satisfaction

The research results show that policy influences consumer satisfaction. One of the things that can encourage consumers to purchase company products is sales policy. Examples of purchasing policies include discounts, direct gifts, raffle coupons and others. Due to the many influences of certain factors that can increase company activity, it is hoped that every responsible manager will always monitor what factors will influence sales. Based on the opinion of Swastha (2005), it is known that the factors that are considered to have an impact on sales include policies provided by business actors that can increase the level of consumer satisfaction if they are deemed to match consumer expectations. Jodi (2016) also has the same opinion because he found that consumer satisfaction is influenced by sales policies.

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The Effect of Physical Appearance on Consumer Satisfaction

The research results show that Physical Appearance influences consumer satisfaction. The dimensions in question relate to the beauty and comfort of the facilities provided, the completeness of equipment and materials as well as communication tools used by business actors and also the physical appearance that has been determined by business actors to provide services (Tjiptono and Chandra, 2011) (Neris and Hardianto, 2016). As a form of service with a good physical appearance provided by the company to consumers, the company will receive statements of comfort and satisfaction from consumers. This opinion is also in line with the opinion of Japlani and Suryadi (2022) who stated that increasing consumer satisfaction will be influenced by physical appearance.

The Effect of Promises on Consumer Satisfaction

The research results show that promises have no effect on consumer satisfaction. Business actors are expected to keep the promises they have made to consumers. To strengthen the need for business actors to fulfill promises given properly and correctly, it is known as the service triangle. This is considered to strengthen relationships with consumers. It is believed that consumer satisfaction can be increased if the relationship is good. This opinion is in accordance with the opinion of Adri Noviasari and Azrico (2012) who stated that promises will have a real influence on consumer satisfaction.

The Effect of Problem Solving on Consumer Satisfaction

The research results show that problem solving has no effect on consumer satisfaction. The company's ability to solve consumer problems will create good interpersonal relationships with consumers which will have an impact on increasing satisfaction. This statement is in accordance with the opinion of Noviasari and Azrico (2012) who found that problem solving has a real effect on consumer satisfaction.

The Influence of Convenience on Consumer Satisfaction

The research results show that convenience has an effect on consumer satisfaction. If the performance provided by business actors is in accordance with what consumers want, then this is referred to as customer satisfaction. Repeated transactions will be able to occur if the needs, hopes and desires of consumers can be met by business actors. This is what is stated as the meaning of customer satisfaction. To maintain the stability of the business over a long period of time, business people need to pay attention to customer satisfaction. Service convenience is one of several factors that are considered capable of influencing consumer satisfaction. Convenience is something that is considered very important for consumers. The form of service evaluation in assessing what is done to service convenience by consumers is the definition of satisfaction (Rahmat, 2020). Consumers will feel satisfied if consumers feel safe and comfortable when shopping. This can be realized if the facilities received and used by consumers look attractive and comfortable. This opinion is in line with the opinion of Khairunnisa et al. (2021) which states that convenience has a real influence on consumer satisfaction.

The Effect of Price on Consumer Satisfaction

The research results show that price influences consumer satisfaction. When price is related to the benefits of a product or service that will be bought and sold at a predetermined price level, then price is often used as an indicator of value. The value of the price itself will tend to increase if consumers also feel the usefulness of the product or service. It is no different from a certain price level, if the usefulness of the product or service offered increases, this will also increase the value of the good or service. Setting appropriate prices is important when marketing a company's goods or services. When purchasing a product from a company, consumers will make the price a consideration. This is done because the price of the product or service is considered to have an influence on consumers' perceptions of the product or item. Consumers who are considered sensitive also have an impact because they will usually switch to products with other trademarks that consumers consider cheaper. As for carrying out functions from the

capabilities of a product or item, such as durability, reliability, ease of use, easy to repair and many others. This agrees with Marpaung and Saputri who stated that price influences consumer satisfaction.

The Influence of Retail Service Quality and Price on Consumer Satisfaction

The results of dividing the Mean Square regression by the Mean Square residual obtained a calculated F value of 148.167 with a significance probability value limit of 0.000. Meanwhile, the F table value at the 5% significance level and df 152 is 2.00. Thus, the calculated F value (74.690) is greater than the F table (2.00), so a conclusion can be obtained, namely accepting the alternative hypothesis (H_a) and rejecting the H_0 hypothesis, meaning that Retail Service Quality and Price together have an influence on Consumer Satisfaction. Based on the results of the SPSS output, the Adjusted R Square is 0.870. The Adjusted R Square value of this size explains the role of the Retail Service Quality and Price variables in influencing Consumer Satisfaction, namely 0.870 or 87.0%. Meanwhile, the remainder (residual value) of the role of this variable is 0.130 or 13.0% due to the influence of other variables not involved in this research.

4. CONCLUSION

Based on the results of the research and discussion previously described, several conclusions can be made as follows:

1. The research results prove that Retail Service Quality and Price are the factors causing the decline in consumer satisfaction which has an impact on the decline in sales of Suzuya Pasar Aceh Baru. This is known from the respondents' answers where the respondents' perceptions regarding Retail Service Quality and Prices are Not Good.
2. The results of statistical tests show that Personal Interaction, Promises, and Problem Solving partially do not have a significant effect on Consumer Satisfaction at Suzuya Pasar Aceh Baru. Meanwhile, Policy, Physical Appearance, Convenience, and Price show that they partially have a positive and significant effect on Consumer Satisfaction at Suzuya Pasar Aceh Baru.
3. Simultaneous test results show that Retail Service Quality and Price simultaneously influence Consumer Satisfaction at Suzuya Pasar Aceh Baru.

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