

THE INFLUENCE OF STORE ATMOSPHERE SERVICE QUALITY AND PRICES ON CONSUMER SATISFACTION AT KENZIE SUPERMARKET IN SELESAI SUBDISTRICT LANGKAT REGENCY

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Abstract

This study aims to determine the effect to store atmosphere, service quality, and price on consumer satisfaction at the Kenzie Supermarket Store, Selesai Subdistrict, Langkat Regency. The method used in sample research in non-probability sampling with a propotional approach with 138 respondents. Primary data are obtained by survey and distributing questionnaires, and secondary data from journals and internet media. The data analysis techniques used are the multiple liniear regression analysis methods, classical assumption testing. Instrument testing (validity and realiability), and hypothesis testing using the SPSS (Statiscal Package For The Social Science) program version 22.0. The simultaneous test results indicate that service quality, store atmosphere, and price affect consumer satisfaction at kenzie supermarkets. In particular, service quality, store atmosphere and price positively and significantly affect consumer satisfaction at kenzie supermarkets in selesai subdistrict, Langkat district.

Keywords : *Service Quality, Store Atmosphere, Price Consumer Satisfaction*

1. INTRODUCTION

The increasingly strong economic growth in the industrial sector currently means that competition in the retail business in Indonesia is getting tougher because the population is getting denser, every region requires the consumption of food, drink and various equipment for daily needs. As time goes by, a developing economy can change society, apart from that, globalization plays a role in influencing people's lifestyles, which causes an increase in demand for goods and services, including the opening of market opportunities, the development of manufacturing businesses that will supply their products to retailers, and government efforts. to encourage economic growth by developing retail businesses. The total retail real sales index in Indonesia, where Bank Indonesia (BI) surveyed the National Real Sales Index, reached 249.9 in April, the highest record since the start of the Covid-19 pandemic. Where IPR is a household consumption indicator that monitors retail sales. When the IPR figure rises it is assumed to increase, which also indicates an increase in public consumption and conversely if the IPR figure falls then retail sales and public consumption decreases. Compile IPR based on survey results among real traders in modern markets (supermarkets and hypermarkets) and traditional markets. Where the IPR figure in April 2023 grew 1% compared to April 2022 (year-on-year/yoy), while reaching the highest level since early 2020.

The increase in retail sales in April 2023 is influenced by the moments of Ramadan and Eid, promotional strategies such as discounts from retail traders, as well as the smooth distribution of domestic goods. The increase in retail sales occurred in the majority of product groups, especially the information and communication equipment group, clothing sub-group, as well as the food, beverage and tobacco group (databoks). In its development, now the retail business in Indonesia is starting to transform from a traditional retail business to a modern retail business. The development of the retail business in Indonesia is increasing, this can be seen from the emergence of several retail business actors who have opened branches in various regions in Indonesia such as Alfamart, supermarkets, hypermarkets, retail wholesale supermarkets and so on, standing in places sought by the public, because the need is not can be separated from human life. However, getting potential

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consumers to make a decision is not an easy thing, considering that potential consumers come with different goals, starting from just looking around or specifically shopping for their needs. Therefore, the various attributes that a company has are potential that must always be considered and optimized in developing a good strategy to screen consumers (Lianardi & Chandra, 2019). Currently in North Sumatra Province the need for people will continue to increase and even retail companies in North Sumatra are competing to increase their business to meet consumer needs. Currently the retail business is growing rapidly, especially in Finish District where the population there has reached $\pm 73,838$ which makes the growth of retail business in Finish District even more rapid.

With the growth of the retail business in the sub-district, of course it also increases welfare and reduces unemployment, but apart from that, the retail business also faces various challenges that need to be faced, retail businesses such as supermarkets are faced with a high level of competition, where retail business players increase production and consumption while increasing service quality and a comfortable and safe shop atmosphere, as well as the absence of differences in shelf prices and after-pay prices, therefore consumer dissatisfaction will arise if it is not managed well, if customers feel dissatisfied they will tend to switch to another supermarket. Along with the development of retail business companies in Finish District, they need to be more creative and innovative to create service value and store atmosphere, in other words, the Kenzie Supermarket Store must be able to offer much better goods and services as well as a safe and comfortable store environment in competitive conditions. strictly, the main thing that the Kenzie Supermarket Store must prioritize is efforts to increase consumer satisfaction.

According to Ha & Jang, (2010) consumer satisfaction is a response to consumer fulfillment, the extent to which the level of fulfillment is pleasant or unpleasant, this shows that satisfaction reflects the impact of service provision performance on the customer's feeling state, several factors that can encourage positive consumer responses, namely characteristics products, services, and consumers as well as quality, taste, health, freshness, organic certification, and price (Tiganis et al., 2023). The research conducted research subjects at "Kenzie Supermarket Store" with the address Padangmirmir sub-district, Langkat district, North Sumatra. In this study, there was a problem with satisfaction, namely based on the results of observations and interviews conducted by researchers with 20 Kenzie Store consumers, that there were many complaints and disappointments from consumers, especially regarding the quality of service provided by employees, such as cashiers who are less thorough, employees who are not friendly and chatty, it is not only the quality of service that has received criticism from consumers, but also the store atmosphere and prices where the store atmosphere is less comfortable where the product layout is not good, as well as the difference in prices on the shelf and after paying, then consumers provide criticism indirectly through social media such as Facebook and Google reviews source: Nicolocal.id.

Judging from Figure 1.1, it shows that the number of visitors to the Kenzie Swalayan store over the last year has decreased. Therefore, based on the data in the image above obtained by the author from the Kenzie Supermarket, this is one of the reasons that made the author interested in researching the problems that caused the decline in the number of visitors to the Kenzie supermarket. There are many factors that cause the decline in the number of consumers each year at Kenzie Supermarkets, one of which is factors related to the satisfaction felt by consumers after visiting to buy at Kenzie Supermarkets. Consumer satisfaction is influenced by several factors, one of which is service quality. Service quality is often the main factor that must be considered when someone buys something because good service can make potential consumers interested in buying goods. Service quality is a form of effort to meet consumer expectations (Kaharuddin et al., 2022). Thus consumer satisfaction will be achieved if the company can provide maximum service quality due to the success of a service company in achieving consumer tastes by providing good quality service, if the service quality decreased consumers may feel uncomfortable, if poor service quality is not improved consumers may leave the supermarket and switch to another shop. Because service quality is an activity that forms a function by providing the transition that consumers need so that the service conveys individual value for consumers (Septian & Saputra, 2020). Therefore, long-

term oriented companies continue to provide the best service to their consumers, because service quality is an important thing in the company's survival, especially in an era of competition and increasing profits (Nasrul Efendi et al., 2023). Regarding service quality, problems were found related to complaints about cashiers who often made mistakes in calculating total purchases, gave wrong change, or did not scan all items correctly. On the other hand, consumers feel that Kenzie Store employees are not friendly or helpful. Some employees are even considered rude or impolite towards customers. Apart from service quality, store atmosphere is also an important element that needs to be presented by retail businesses. A comfortable and safe store atmosphere will encourage and arouse consumer satisfaction with the company's product offerings. Store atmosphere is a unique and different characteristic that a store has with the aim of developing the store's image, attracting customers to visit and feel comfortable in the store (Sambara et al., 2021). A good store atmosphere will create satisfaction for consumers which gives a positive impression, by involving the five senses of consumers such as touch, smell, hearing, sight, and the right interior design can produce consumer satisfaction, therefore design and decoration play an important role in spectacle creation (Dokcen et al., 2021). Because the shop atmosphere is also an atmosphere that has been planned by the shop owner according to market share and can attract customers to visit (Nasrul Efendi et al., 2023).

Consumers want a pleasant shopping atmosphere, which requires retailers to formulate new designs, to make the atmosphere and atmosphere of their stores more attractive (Ndengane et al., 2021). Common problems found in store atmosphere include products in the store not being arranged properly, making it difficult for consumers to find the items they need. This causes the shopping experience to become uncomfortable and confusing and the store atmosphere is considered uncomfortable by consumers. Factors such as poor lighting, poor hygiene and untidy shop conditions are the main causes of this inconvenience. Price is also closely related to consumer satisfaction in targeting efforts and efforts to attract consumers. Price is the only element of the marketing mix that provides revenue or income for the company and is flexible (Rezky & Syafar, 2023). The existence of various complaints regarding the Kenzie Swalayaan Shop, Finish District, Langkat Regency, both directly and via social media, is the basis for the problem raised in this research to find the cause of the problem. This problem requires a good evaluation response from the Kenzie supermarket so that it can remain superior in the midst of tight business competition. Based on the above phenomenon, the author is interested in conducting further research with the title "The Influence of Store Atmosphere Service Quality and Price on Consumer Satisfaction at the Kenzie Supermarket Store, Finish District, Langkat Regency"

2. IMPLEMENTATION METHOD

This research was conducted at the Kenzie Swalayan Shop in Selesar District, Langkat Regency. The objects of this research were customers or consumers who came to shop at the Kenzie Swalayan Shop. The population used in this research is all customers or consumers who shop at Kenzie supermarkets in the Finish sub-district, Langkat district. In this study, the population size cannot be known yet, so the technique used to determine the number of sampling will use the theoretical formula Hair et al (2019) states that the sample size is at least 6 times the number of indicators, while the indicators in this study are 23 indicators $\times 6 = 138$ So in this research the number of samples used was 138 respondents. The technique used in this research is multiple linear analysis with the aim of finding out the independent variables consisting of service quality, mood and price on consumer satisfaction at the Kenzie supermarket supermarket in Finish sub-district, Langkat district.. This analysis was processed using SPSS version 22 software. The multiple linear regression equation in this research is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

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3. RESULTS AND DISCUSSION

3.1 Result

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

Table 1 Analysis Results Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.899	.259		3,476	.001
Functional Value	.363	.078	.363	4.665	.000
Emotional Value	.162	.059	.217	2.748	.007
Social Values	.285	.080	.280	3585	.000

Source : Data in olah, 2024

From table 4.16 it is obtained mark tcount from every Variable Free . With see existing criteria determined then , $\alpha = 0.05$ table (138-3 =134) is obtained t table value amounting to 1.656. from description the can withdrawn conclusion as following :

1. By partial service quality has a positive and significant effect on consumer satisfaction at the Kenzie Supermarket Shop, Finish District, Langkat Regency. This is proven statistically that the tcount value of service quality is 4.665 while the ttable value is 1.689 so $t_{count} > t_{table}$ is $4.665 > 1.656$ with a significance value of 0.000 which is smaller than 0.05 so can it is concluded that H1 is accepted .
2. By partial store atmosphere has a positive and significant effect on consumer satisfaction at the Kenzie Supermarket Shop, Finish District, Langkat Regency. This is proven statistically that the tcount value of store atmosphere is 2.748 while the ttable value is 1.689 so $t_{count} > t_{table}$ is $2.748 > 1.656$ with a significance value of 0.007 which is smaller than 0.05 so can it is concluded that H2 is accepted .
3. By partial price has a positive and significant effect on consumer satisfaction at the Kenzie Supermarket Shop, Finish District, Langkat Regency. This is proven statistically that the tcount value of price is 3.585 while the ttable value is 1.689 so $t_{count} > t_{table}$ is $3.585 > 1.656$ with a significance value of 0.000 which is smaller than 0.05 so can it is concluded that H3 is accepted .

The F test measures goodness of fit , ie accuracy regression sample in appraise mark actual . If value significant $F < 0.05$, then the regression model can used For predicting independent variables. The F test also shows is all variable independent or freely included in the model has influence in a way together to variable dependent . F test have significance 0.05 (Ghozali , 2018). In research this test it simultaneous (f-test) can seen in Table 4.16 below This :

Table 2 Test Results Simultaneous (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	169,977	3	56,659	31,600	0,000 ^b
Residual	207,990	116	1,793		
Total	377,967	119			

Source : Data processed, 2024

Based on the analysis results contained in Table 417, it shows that the calculated F value is 53.359 with a significance of 0.000 at the 95% confidence level. From the description above, it can be concluded that the significance probability value is $0.000 < 0.05$; and $f_{count} > f_{table}$, namely $53.359 > 3.063$, then all variables of service quality, shop atmosphere and price influence the consumer satisfaction variable. Therefore, it can be concluded that service quality, shop atmosphere and price simultaneously have a significant effect on consumer satisfaction. Thus, the hypothesis states that service quality, shop atmosphere and price simultaneously have a significant effect on consumer satisfaction at Kenzie supermarkets in Finish Sub-district, Langkat Regency (H4 is accepted). The coefficient of determination test aims to measure how well the model can explain variations in attachment variables. The coefficient of determination value ranges from 0 to 1, with the following classification: 0 (no correlation), 0 – 0.49 (weak correlation), 0.50 (medium correlation), 0.51 – 0.99 (strong correlation), and 1.00 (perfect correlation). A low coefficient of determination means that the ability of the independent variable to explain the dependent variable is very limited (Sugiono, 2019). The results of the coefficient of determination test in this study are presented in the following table:

Table 3 Coefficient Results Correlation and Determination

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.738 ^a	.544		.534	.39131

Source : Data processed (2024)

Based on the results of the coefficient of determination test presented in the table above, the Adjusted R-squared value is 0.544. This shows that consumer satisfaction is influenced by the variables service quality, store atmosphere and price by 54.4%, the remaining 45.6% of consumer satisfaction is influenced by other variables that cannot be explained in this research. Therefore, it can be concluded that the variables of service quality, shop atmosphere and price have a weak correlation or relationship with consumer satisfaction at the Kenzie supermarket in Finish sub-district, Langkat district.

Multiple linear regression analysis was used in this research with the aim of finding out the influence of service quality, shop atmosphere and price on consumer satisfaction at Kenzie supermarkets in Finish sub-district, Langkat district. Based on research findings, the multiple linear regression equation obtained is as follows:

$$Y = 0,899 + 0,363 (X_1) + 0.162(X_2) + 0.285(X_3)$$

Based on results equality multiple linear regression above, so the results are described as following :

1. The constant is 0.899, that is, if the value of service quality, store atmosphere and price is constant then consumer satisfaction has a value of 4.641.
2. The regression coefficient for the service quality variable has a positive value of 0.363, that is, improving service quality will increase consumer satisfaction of 0.363.
3. The regression coefficient for the store atmosphere variable has a positive value of 0.162, that is, increasing store atmosphere will increase consumer satisfaction of 0.162.
4. The regression coefficient for the price variable is positive 0.285, meaning that an increase in price will increase consumer satisfaction of 0.285.

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Based on the multiple linear regression analysis above, it was found that the variable that had the most significant influence on consumer satisfaction at the Kenzie supermarket in Finish District was service quality. This is because service quality has an influence of 0.363% on consumer satisfaction at Kenzie supermarkets in sub-district, Langkat district.

3.2 Discussion

The Influence of Service Quality on Consumer Satisfaction at the Kenzie Supermarket Store, in selesai subdistrict, Langkat Regency

Based on the results of the hypothesis testing research (H 1) it shows that the service quality variable has a positive and significant influence on consumer satisfaction with the Kenzie supermarket, in Selesai subdistrict, Langkat regency , based on the results of calculations that have been carried out, the calculated t value is 4.665 and the t table is 1.689 with significance level 0.000. So it can be concluded that the results of statistical testing using H1 are accepted. The results of this research are in line with research conducted by Rahman, (2019) showing that service quality has a positive and significant influence on consumer satisfaction. The results of other people's research also prove that service quality has a positive influence on consumer satisfaction Agelova, (2019).

The Influence of Store Atmosphere on Consumer Satisfaction at the Kenzie Supermarket, In Selesai Subdistrict, Langkat Regency

Based on the results of testing the research hypothesis (H 2) it shows that the store atmosphere variable has a positive and significant influence on consumer satisfaction at the Kenzie supermarket in Selesai subdistrict, Langkat regency based on the results of the calculations that have been carried out. This has been done to obtain a calculated t value of 2.748 and a t table of 1.689 with a significance level of 0.000. So it can be concluded that the results of statistical testing using H2 are accepted. The results of this research are in line with research conducted by Angliwati & Mutaqin, (2023) showing that store atmosphere has a positive and significant influence on consumer satisfaction.

The Influence of Price on Consumer Satisfaction at the Kenzie Supermarket, In Selesai Subdistrict, Langkat Regency

Based on the results of testing the research hypothesis (H 3), it shows that the price variable has a positive and significant influence on consumer satisfaction at the Kenzie supermarket in Selesai subdistrict, Langkat regency based on the results of the calculations that have been carried out. The calculated t value was 3.585 and the t table was 1.689 with a significance level of 0.000. So it can be concluded that the results of statistical testing using H3 are accepted. The results of this research are in line with research conducted Vivian, (2017) showing that price has a positive and significant influence on consumer satisfaction.

4. CONCLUSION

Based on research conducted regarding the influence of service quality, store atmosphere and price on consumer satisfaction at the Kenzie supermarket, Selesat sub-district, Langkat district, it was found that partially service quality has a positive and significant effect on consumer satisfaction at the Kenzie supermarket, Selesat district, Langkat district. Partially, the store atmosphere has a positive and significant effect on consumer satisfaction at the Kenzie Supermarket Shop, Finish District, Langkat Regency. Partially, price has a positive and significant effect on consumer satisfaction at the Kenzie Supermarket Shop, Finish District, Langkat Regency. Simultaneously, quality of service, store atmosphere and price have an effect on the consumer satisfaction variable in Kenzie Supermarket Shop, Seletar District, Langkat Regency.

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