

MEASUREMENT OF CUSTOMER SATISFACTION INDEX ON SERVICE SATISFACTION AT SAMUDRA SUPERMARKET, MADIUN CITY

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Abstract

The retail industry, in this case supermarkets, is one of the places for transactions of the needs and desires of the community facing competition challenges from both online marketplaces and similar offline retail. One of the things that supermarket management pays attention to is customer satisfaction, which is the main goal of the company to increase sales growth. The purpose of this research is to determine the calculation of the customer satisfaction index regarding service satisfaction at Swalayan Samudra in Madiun City. The research method uses quantitative. The data collection method uses a questionnaire instrument. The data analysis technique used the Customer Satisfaction Index (CSI). The research results were concluded based on the satisfaction level criteria table according to the CSI score, which showed a figure of 78%, indicating that customers were satisfied with the quality of the services received.

Keywords: *Customer Satisfaction Index, Satisfaction, Service, Supermarket*

INTRODUCTION

To ensure consumer satisfaction, it is important for companies to prioritize excellent service. Well-managed service strategies are crucial in achieving this goal. These strategies should focus on identifying factors that can influence customer satisfaction, particularly those related to the quality of the service provided. The ability of a self-service company to communicate effectively with its customers depends on the success or failure of their service. The waiting staff play an important role in determining whether customers will be satisfied or not with the overall service experience. According to Tjiptono (2019:268), service quality is the level of excellence expected and the control over that level of excellence to meet customer desires. Supermarkets play an important role in the marketing of products from various companies. By providing a wide variety of products in one place, supermarkets offer convenience to customers in meeting their various needs in a single visit. In addition, as a supermarket, they are responsible for providing the best service to customers so that they are satisfied and build long-term relationships with them. The competition in the supermarket industry is indeed very fierce, and to win that competition, each supermarket must focus on providing quality products, competitive prices, and superior service.

Understanding and responding to consumer needs and desires quickly and efficiently is one of the keys to winning the market in this industry. By prioritizing consumer satisfaction and striving to meet and exceed their expectations, supermarkets can build strong consumer loyalty and achieve optimal profits from product sales. One of the supermarkets that provides essential goods to the community in Madiun City is Samudra Supermarket. The location of this supermarket is very strategic, situated in the city center, making it easy for people from both the city and the village to reach it. Swalayan Samudra offers a unique appeal with every item sold at affordable prices, yet with quality that is on par with other supermarkets. This supermarket provides various daily necessities needed by the local community. In addition to daily necessities, Samudra supermarket also offers various household appliances and cosmetics at relatively affordable prices. One of the measurements of customer satisfaction uses the

Customer Satisfaction Index (CSI). CSI is an index to determine the overall level of customer satisfaction with an approach that considers the importance level of the attributes of the measured products or services. CSI provides clear data on the level of customer satisfaction so that at a certain time, periodic evaluations can be conducted to improve what is lacking and enhance the services that customers consider to be an added value (Mulyo, 2018). To test the extent of customer satisfaction, an analysis of the CSI value is necessary. Based on this reason, this paper aims to determine the calculation of the customer satisfaction index for the services at Swalayan Samudra in Madiun City.

LITERATURE REVIEW

Customer satisfaction is very important to attract customers back to the store. According to Tjiptono (2019:301), satisfaction is influenced by the comparison of perceived service with expected service, and the short-term emotional reaction of customers to the performance of a particular service. The progress and profitability of a company greatly depend on customer satisfaction. The reputation of a supermarket is greatly influenced by the quality of the goods and services it provides. If the service is exceptional, it will create a positive image in the eyes of the public. Conversely, if the service is poor, it will leave a negative impression. According to Fatihudin and Firmansyah (2019:206), customer satisfaction is a measurement or indicator of the extent to which customers or users of a company's products or services are very pleased with the products or services received. Customer satisfaction is a comparison between expectations and the perception of experiences (felt/received). That customer satisfaction is the level of a person's feelings after comparing the perceived performance or results with their expectations (Tjiptono, 2019).

METHOD

Visitor satisfaction with service performance will be measured using the Customer Satisfaction Index (CSI) technique, which takes into account the relevance of each service element to arrive at an overall score. Considering the importance of the assessed factors, the CSI approach is used to calculate the overall satisfaction level of visitors. CSI provides measurable information about visitor happiness, allowing a predetermined time frame to assess its performance over time and make necessary adjustments to consistently deliver a level of service that satisfies its most valuable customers.

Table 1. Form of Customer Satisfaction Index

Attribute	Importance (I)	Satisfaction (P)	Score (S)
	Scale (1-5)	Scale (1-5)	(S) = (I) x (P)
Total Score	Total (I) = (Y)		Total (S) = (T)

Source: Mulyo (2018)

Notes :

I = Importance

P = Satisfaction

S = Score

Y = The total value of the expectation column

T = Total Score

Table 1 shows all the CSI calculations. By averaging the values in the importance column (I), we obtain Y, and by taking the product of the values in the score column (S) (I multiplied by P), we obtain T. CSI is determined by multiplying 100% by (T/5Y). The highest value on the scale is 5, which corresponds to 5Y. The formula for calculating CSI is as follows:

$$CSI = \frac{T}{5(Y)} \times 100\%$$

Notes:

T = Total Value of CSI

5 = Maximum Value on the measurement scale

Y = Total Value of the Expectation Column

Measuring CSI is recommended by Lodhita, Heru et al. (2014) because the data collected can be used as a benchmark for future planning [15]. The five basic components of the CSI are as follows: (1) deriving the weight factor (WF) for each characteristic as a percentage of the median significance score for all evaluated attributes; (2)

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using the median satisfaction score multiplied by the attribute weight factor (WF) to obtain the weighted score (WS); (3) calculating the Median Sum Weight (WMT), which is the sum of all WS values; (4) determining the Customer Satisfaction Index (CSI) by multiplying 100% by WMT divided by the highest score. (5) Visitor satisfaction criteria can reveal the extent to which respondents are pleased. Guidelines from the visitor satisfaction survey serve as the basis for evaluation criteria. Namely as follows:

Table 2. Table of Satisfaction Level Criteria

No	Nilai CSI (%)	Keterangan (CSI)
1	81% - 100%	Very Satisfied
2	66% - 80.99%	Satisfied
3	51% - 65.99%	Quite Satisfied
4	35% - 50.99%	Less Satisfied
5	0% - 34.99%	Not Satisfied

Sumber: Lodhita, Heru *et al.* (2014)

RESULTS AND DISCUSSION

Importance Table

In this survey of customer service at Samudra Supermarket in Madiun City, with 75 respondents participating and 7 indicators on a Likert scale in Table 3, the following importance table data was generated.

Table 3. Table of Importance

	5	4	3	2	1	TOTAL	AVERAGE
A1	1975	3160	1379	78	3	6594	3,81
A2	2234	3246	1205	47	3	6736	3,93
A3	3126	2199	1311	110	20	6766	4,03
A4	2347	2987	1223	31	47	6636	3,73
A5	1568	3069	1585	129	13	6364	3,57
A6	1833	2728	1740	90	13	6404	3,71
A7	1784	3285	1476	25	4	6574	3,51
						Total	26,29

Source: Data Processed (2025)

Satisfaction Table

In this survey of customer service at Samudra Supermarket in Madiun City, with 75 respondents participating and 7 indicators using a Likert scale in Table 3, the data for the importance table is as follows.

Table 4. Satisfaction or Performance Table

	5	4	3	2	1	TOTAL	AVERAGE
A1	2962	4739	2068	118	4	9892	4,21
A2	3352	4869	1808	71	4	10103	3,73
A3	4689	3299	1967	165	29	10149	4,03
A4	3521	4481	1835	47	71	9953	3,91
A5	2352	4604	2377	194	19	9546	3,67
A6	2749	4092	2611	135	19	9606	3,85
A7	2675	4927	2214	38	6	9861	3,91
						Total	27,31

Source: Data Processed (2025)

The analysis of Customer Satisfaction Index (CSI) data is a quantitative study of the proportion of survey respondents who are satisfied. CSI is necessary to ensure total customer satisfaction by considering how much customers value various aspects of the product or service. The formula to determine CSI is as follows:

- The average value in the importance column (I) is summed to obtain Y.
- The product of I and P in the score column (S) is summed to obtain T.

c. CSI is obtained from the calculation $(T/5Y) \times 100\%$. The value 5 (in 5Y) is the maximum value used on the measurement scale.

$$CSI = \frac{T}{5(Y)} \times 100\%$$

Based on the information from Table 3 (Importance) and Table 4 (Satisfaction) to calculate the CSI. Next, using Table 5, obtain the median importance level with the average median satisfaction or performance level.

Table 5. Calculation of the CSI Index

	(I)	(P)	(IxP)
A1	3,81	4,21	16,04
A2	3,93	3,73	14,66
A3	4,03	4,03	16,24
A4	3,73	3,91	14,58
A5	3,57	3,67	13,10
A6	3,71	3,85	14,28
A7	3,51	3,91	13,72
Total	26,29	27,31	102,64

Source: Data Processed (2025)

After obtaining the results from the multiplication of the importance and satisfaction tables, the next step is to perform calculations from the previous data, which yield the following results.

$$\begin{aligned} CSI &= \frac{102,64}{5(26,29)} \times 100\% \\ &= \frac{102,64}{131,45} \times 100\% = 78\% \end{aligned}$$

The highest CSI score is 100. Any CSI score above that indicates successful service. This indicates that customers are very pleased with the quality of service received. Based on research, 78% of customers at Samudra Supermarket in Madiun City are satisfied with the service they receive. As seen from the CSI value indicator table, the CSI score falls into the "SATISFIED" category.

CONCLUSION

Based on the data processing results using the Customer Satisfaction Index (CSI) method in the Samudra supermarket customer survey in Madiun City, it can be concluded from the satisfaction level criteria table based on the CSI score, which shows a figure of 78%, indicating that customers are satisfied with the quality of service received.

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