

Influenceservice Qualityand Prices on Customer Satisfaction PT Alfamart Trijaya Tbk SM Raja 3 Pematang Siantar

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ABSTRACT

This research is motivated by the large number of Alfamarts so the author is interested in finding out about the influence of service quality and price on customer satisfaction at Alfamart Sm Raja 3 Pematang Siantar. However, each person has a different point of view in assessing the service they experience and the customer satisfaction they receive. The level of customer satisfaction really depends on the quality of a product, whether in the form of goods or services they consume. One of them is at Alfamart Sm Raja 3 Pematang Siantar. The aim of this research is to determine the effect of service quality on customer satisfaction at Alfamart Sm Raja 3 Pematang Siantar. This type of research is field research, while the nature of this research is quantitative research. The population of this research is all customers of Alfamart Sm Raja 3 Pematang Siantar. The population used is unlimited. In this study, the sample required for this research was 50 respondents.

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1. INTRODUCTION

Human activities cannot be separated from economic activities with one economic activity being buying and selling activities. Sellers market the products they produce to get maximum profits in the form of goods and services. Buyers (customers) are people who consume or use products in the form of goods or services. A goods or services company in selling products will seek maximum profits in order to maximize the company's development.

Buyers will make offers at the lowest possible price to get the desired number of goods. With low prices and good quality of goods and services, it is a consideration for consumers. The goal is that the center of consumer attention in a product company is not the service company of the company, but the quality of service provided by the product provider. The high level of competition in each company is the quality of service.

One way to keep a company ahead of its competitors is by providing quality service. The role of service providers is very important for consumers. Quality or quality in a product service company is a product service in accordance with the standards that apply where the service is provided. One way is to improve quality to create customer satisfaction. This service quality is important to improve service from time to time in retaining or attracting new customers so that customers have maximum satisfaction as expected.

Efforts to improve services include frequent employee performance evaluations regarding the quality of services provided. Another factor that must be present in improving service quality is the

quality of the company's human resources. The human resources involved are all employees who provide service products at the company.

2. METHOD

According to Arianto (2018:83) quality of Service Quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company while the client is at the company. According to Kotler and Keller (2018: 143) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need".

According to Kasmir (2017:47), service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. According to Kasmir (2017:47), service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. According to Aria and Atik (2018:16) service quality is an important component that must be considered in providing excellent service quality. Quality of Service Quality is a central point for the company because it influences consumer satisfaction and consumer satisfaction will arise if the quality of service provided is good.

According to Zeithaml, Parasuraman (2011:46), to find out the quality of service that is actually felt by consumers, there are indicators of service quality which lie in five dimensions of service quality, namely:

- 1) Tangibles: service quality in the form of physical facilities
 - a) The appearance of officers/apparatus in serving customers
 - b) Comfortable place to provide services
 - c) Ease of service process
 - d) Officer discipline
 - e) Ease of customer access in requesting services
 - f) Use of assistive devices in service
- 2) Reliability is the ability and reliability to provide reliable services that are achieved
 - a) Accuracy of officers in serving
 - b) Have clear service standards
 - c) The ability of officers/apparatus to use tools in the service process
 - d) Officer's expertise in using tools in the service process
- 3) Responsiveness is the ability to help and provide services quickly and accurately
 - a) Officers/apparatus provide services quickly
 - b) Officers carry out services appropriately
 - c) The officers carry out the service carefully
 - d) Officers provide services in a timely manner
 - e) All customer complaints are responded to by officers
- 4) Guarantee (emphaty) of ability, friendliness and courtesy of employees in ensuring consumer trust. With indicator
 - a) Officers provide a guarantee of timely service
 - b) The officer provides a guarantee of costs for the service
 - c) Officers provide a guarantee of legality in services
- 5) Empathy: a firm but attentive attitude from employees towards customer satisfaction
 - a) Prioritize the interests of consumers/applicants
 - b) The officers serve with a friendly attitude
 - c) Officers serve with a polite attitude
 - d) Officers serve without discriminating between buyers. From these several indicators, researchers only took two indicators of service quality.

3. RESULTS AND DISCUSSION

Data collection in this research was carried out through distributing questionnaires with the assistance of human resources and facilities managers which were then distributed to all 50 Alfamart Sm Raja Pematangsiantar customers. The questionnaires given have been returned and can be processed for analysis. The respondents in this research were Alfamart Sm Raja 3 Pematang Siantar customers. The following is a description of the identity of research respondents based on the results

of questionnaire processing consisting of gender, age, highest level of education and occupation of the respondent.

Table 1. Research Sample Data

No	Information	Amount	Percentage
1	Number of questionnaires distributed	50	100%
2	Number of unreturned questionnaires	0	0%
3	Number of questionnaires that cannot be processed	0	0%
4	Number of questionnaires that can be processed	50	100%

Table 2. Gender of Respondents

No	Gender	Number of people)	Percentage (%)
1	Man	24	0.48%
2	Woman	26	0.52%
	Total	50	100%

Source: Primary Customer Data for Alfamart Sm Raja 3 Pematang Siantar, 2023

Table 3. Respondent's Age

No	Age	Number of people)	Percentage (%)
1	18-23 years old	13	0.26%
2	24-29 years old	19	0.38%
3	30-35 years old	12	0.24%
4	36-40 years old	3	0.6%
5	41-45 years old	3	0.6%
6	More than 45 years	0	0%
	Total	50	100%

Source: Primary Customer Data for Alfamart Sm Raja 3 Pematang Siantar, 2023

Table 4. Respondent's last education

No	last education	Number of people)	Percentage (%)
1	high school	20	0.04%
2	DIPLOMA	17	0.34%
3	BACHELOR	13	0.26%
	Total	50	100%

Source: Primary Customer Data for Alfamart Sm Raja 3 Pematang Siantar, 2023

Validity Test Results

According to Priyatno (2019:176) the validity test is used to measure how accurate a statement is in the questionnaire that will be asked to respondents. To test whether the instrument used is valid or not with Pearson correlation. The method of analysis is to correlate each value in the statement number with the total value of the statement number in the previous questionnaire which was distributed at Alfamart Sm Raja 3 Pematang Siantar 2023. Next, the correlation coefficient obtained by calculated r still needs to be tested for significance by comparing it with the r table. A statement item is said to be valid if the calculated r value $>$ r table or p value $<$ 0.05.

This research uses a sample of $(n) = 50$ to carry out trials first, so the degree of freedom $(df) = n - 2 = 48$ with an alpha of 0.05 can obtain an r table of 0.278. The results of the validity test for the promotional influence variables, service quality and customer decisions are as follows.

Service Quality Validity Test

The following are the results of the validity test of the promotion variable (X1).

Table 5. Service Quality Variable Validity Test Results (X1)

Statement	Pearson Correlation (r count)	Sig (2-Tailed)	r table	Conclusion
Item 1	0.722	0,000	0.278	Valid
Item 2	0.634	0,000	0.278	Valid
Item 3	0.643	0,000	0.278	Valid
Item 4	0.704	0,000	0.278	Valid
Item 5	0.557	0,000	0.278	Valid
Item 6	0.716	0,000	0.278	Valid
Item 7	0.807	0,000	0.278	Valid

Source: Data processed in 2023 (spss 24.0)

Based on table 5, the results of the variable validity test show all relevant statement items regarding promotions. The results obtained are the calculated r value > r table (0.278). Thus, all statement items regarding Service Quality are declared valid.

Price Validity

The following are the results of the validity test of the Price variable (X2).

Table 6. Price Variable Validity Test Results (X2)

Statement	Pearson Correlation (r count)	Sig (2-Tailed)	r table	Conclusion
Item 1	0.820	0,000	0.278	Valid
Item 2	0.721	0,000	0.278	Valid
Item 3	0.613	0,000	0.278	Valid
Item 4	0.682	0,000	0.278	Valid
Item 5	0.648	0,000	0.278	Valid
Item 6	0.800	0,000	0.278	Valid
Item 7	0.824	0,000	0.278	Valid

Source: Data processed in 2023 (spss 24.0)

Variable validity test results by displaying all relevant statement items regarding price. The results obtained are the calculated r value > r table (0.278). Thus, all statement items regarding Price are declared valid.

Test the Validity of Customer Satisfaction

The following are the results of the validity test of the customer satisfaction variable (y).

Table 7. Customer Satisfaction Variable Validity Test Results (y)

Statement	Pearson Correlation (r count)	Sig (2-Tailed)	r table	Conclusion
Item 1	0.876	0,000	0.278	Valid
Item 2	0.794	0,000	0.278	Valid
Item 3	0.779	0,000	0.278	Valid
Item 4	0.742	0,000	0.278	Valid
Item 5	0.863	0,000	0.278	Valid
Item 6	0.858	0,000	0.278	Valid
Item 7	0.819	0,000	0.278	Valid

Source: Data processed in 2023 (spss 24.0)

Based on table 4.11, the results of the variable validity test show all relevant statement items regarding customer satisfaction. The results obtained are the calculated r value > r table (0.278). Thus, all statement items regarding customer satisfaction are declared valid.

Reliability Test Results

To ensure that the questionnaire we have compiled will be really good at measuring symptoms and producing valid data. The use of reliability testing by researchers is to assess the consistency of objects and data, whether an instrument used several times to measure the same object will produce the same data. Based on the results of data processing using SPSS 24.0, the results of questionnaire reliability testing were obtained using Cronbach's Alpha, the variables were declared reliable using the following criteria:

- a. If the Cronbach's Alpha value is > 0.6 then it is reliable.
- b. If the Cronbach's Alpha value is < 0.6 then it is not reliable.

In this research, reliability tests were carried out on promotional research instruments and service quality on customer decisions, contained in the following table:

Table 8. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
Service quality	0.804	7	Reliable
Price	0.856	7	Reliable
Customer satisfaction	0.914	7	Reliable

Source: Data processed in 2023 (spss 24.0)

Based on table 4.12, it can be seen that Cronbach's Alpha for all independent variables (X1), (X2) and dependent variable (Y) has a value greater than 0.6. This shows that all statements on each variable in this research can be said to be reliable and dependable so that they can be used in subsequent research.

Data analysis

Data analysis is the process of examining and processing it to convert it into useful information, draw conclusions, and help in solving a problem. In business, analyzing consumer data will produce more accurate real-time data that is useful for helping business owners make decisions.

Normality Test Results

According to Ghozali (2018:161) the normality test aims to test whether in a linear regression model there is a correlation between confounding errors or the residuals have a normal distribution. Normality test uses graphic analysis and statistical analysis. Graphic analysis, namely in the form of a histogram graph, is said to be normal if the data distribution forms a bell shape, does not skew to the left or does not skew to the right and pp plot graphs detect it by looking at the distribution of data (points) on the diagonal axis of the graph. The basis for decision making from graphic analysis is:

- a. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption.
- b. If the data spreads far from the diagonal line or does not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.

The Kolmogorov Smirnov (KS) statistical test is a distribution-free test for comparing two empirical distributions based on the difference between the two distribution functions. In its role, the one-sample Kolmogorov-Smirnov test is used as a goodness-of-fit test where one of the distribution functions is known or follows a certain continuous distribution. The level of significance used is sig. 0.05. In this test, the data is not normally distributed if $p < 0.05$ and the data is normally distributed if $p > 0.05$. The following are the results of the normality test using the histogram normality test, P-plot and Kolmogorov-Smirnov test.

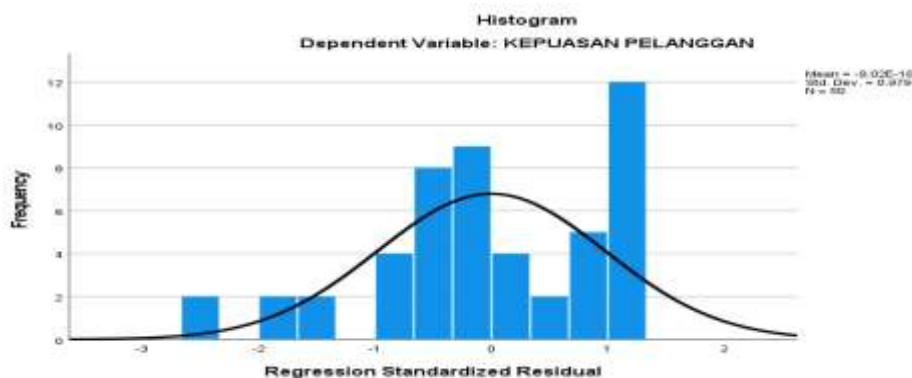


Figure 1. Residual Histogram Normality Test X1,X2→Y
Source: Data processed in 2023 (spss 24.0)

The image above is a histogram graph. The histogram graph above forms a bell and does not lean to the right or left so the histogram graph is declared normal.

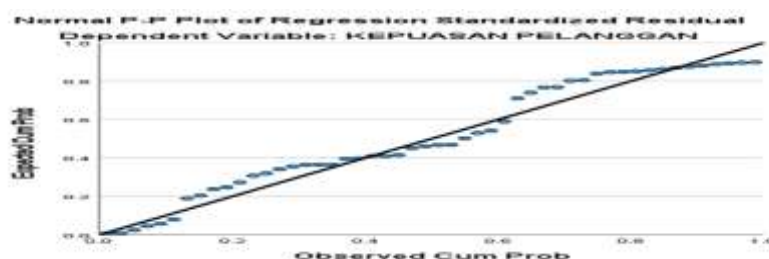


Figure 2. Normality Test Results Using P-plot
Source: Data processed in 2023 (spss 24.0)

The graph above provides an explanation of the curve showing the shape of the PP Plot around the regression line. The PP Plot graph above shows that the data is spread around the diagonal line and follows the direction of the diagonal line. Thus, the regression model is normally distributed or meets the normality assumption requirements.

Table 9. Kolmogorov-Smirnov Normality Test Results on the Effect of Service Quality and Price on Customer Satisfaction

One-Sample Kolmogorov-Smirnov Test		SERVICE QUALITY	PRICE
N		50	50
Normal Parameters, b	Mean	27.2400	26.9800
	Std. Deviation	3.89432	4.56021
Most Extreme Differences	Absolute	.106	.129
	Positive	.106	.129
	Negative	-.103	-.092
Statistical Tests		.106	.129
Asymp. Sig. (2-tailed)c		.200d	.037

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Data Source: processed in 2023 (spss 24.0).

The results of normality tests with graphs are sometimes different from the results of statistical tests. The graph looks normal, but statistically the opposite can happen. Therefore, to ensure that the graph results are normally distributed. Based on the Kolmogorov-Smirnov test, it can be seen that the unstandardized residual value has a statistical test value of 0.129 and an asymp.sig. (2-tailed) value of 0.37, which means > 0.05 . This proves that the data is normally distributed.

Heteroscedasticity Test Results

According to Ghozali (2018:134), the heteroscedasticity test aims to test whether in the regression model there is no similarity in the variables from the residuals of one observation to another observation. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity.

One way to approach heteroscedasticity is to look at the scatter plot between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). If there are points that form a certain regular pattern like waves, widening, then narrowing then heteroscedasticity has occurred. If the points spread above and below the number 0 on the Y axis without forming a particular pattern then heteroscedasticity does not occur.

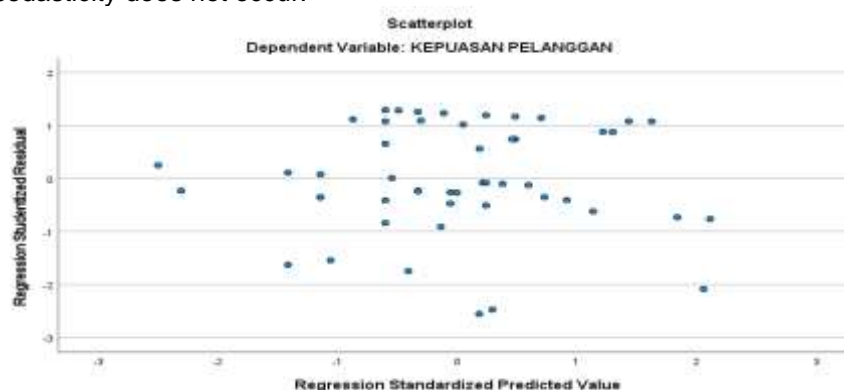


Figure 4. Results of Heteroscedasticity Analysis of the Effect of Service Quality and Price on Customer Satisfaction

Source: Processed data for 2023 (SPSS)

Based on Figure 4. above it can be seen that the points spread above and below the number 0 on the Y axis. Thus it can be concluded that the first hypothesis multiple regression equation is free from the heteroscedasticity assumption.

4. CONCLUSION

Based on the research results and discussions that have been stated previously, conclusions can be drawn from the research regarding Influence Service quality And Prices on Customer Satisfaction at Pt Alfamart Trijaya Tbk Sm Raja 3 Pematang Siantar. Increasing competition in the retail world has made companies change strategies, apart from maintaining product quality, companies have also started to improve service quality. The investment value of a service can provide long-term benefits for the company, so service quality is a top priority for the company. There is a need for a special department to provide service to customers. as a front liner is really needed for companies operating in the service sector to provide good service to customers.

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