



Analysis of the Influence of Service Quality on Consumer Satisfaction at Anugerah Lau Dendang Store

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Abstract. The background of this research is the decrease in sales volume at Anugerah Shop which has been detected for six months. This study aims to see the effect of service quality on customer satisfaction at Anugerah Shop. This research is classified in quantitative research. The research population is consumers who make purchases at Anugerah Shop. The data analysis technique used is descriptive data analysis, data analysis requirements test consisting of normality and homogeneity tests, and hypothesis testing with hypothetical testing and ANOVA testing. The results of the hypothesis test show that service quality has a significant effect on Anugerah Shop customer satisfaction. Based on the results of the analysis, it is known that $t \text{ count} = -.077$ with $\text{sig} = 0.00 < 0.05$. Shows that service quality has a significant effect on customer satisfaction at Anugerah Stores. The results of the F test show F_{hit} of 73.009 with a significant value = 0.00, so there is a significant influence between the independent variable, namely service quality and the dependent variable, namely customer satisfaction at Anugerah Lau Dendang Shop.

Keywords: Digital Consumer Behavior, Digital Payments, Green Economy.

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1. Introduction

The development of business in Indonesia is currently increasing day by day and continues to change along with the times. In the past, before there was sophisticated technology, there were only businesses from many sectors or offline businesses. But now business is not only offline, because as time goes by, technology is getting more sophisticated and business can be run online. It is not surprising that currently Indonesia has many businesses that are widespread, both offline and online. Even the businessmen are not only parents or adults but many young people are starting to run businesses. One of the businesses that can move online and offline is the glassware business or often called household plastic goods.

Glassware and household plastic goods business is a profitable business alternative. In addition, there is not much capital for glassware and plastic goods like this. It can even be said to be relatively affordable. Household items are of course always needed. It is not surprising that the opinion appears that the glassware business can provide bright prospects considering that items like this are always touched every day.

Toko Anugerah is a shop that sells household appliances or is often called a glassware business located at JL Transportation no 6d Lau Dendang. The split business has been running for three years. In buying and selling activities with consumers there are many things that become demands such as service quality which is very important to win trade competition. Service quality refers to the ability of shop assistants to understand consumer desires, so that it becomes an added value for Anugerah Shop.

Service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory. The satisfaction that has been formed can encourage consumers to make repeat purchases and look forward to it. will become loyal customers[1]. Service quality is a dynamic condition related to service products, people, processes, environment that are able to meet and or exceed consumer

expectations [2].

Service quality has five dimensions, namely physical evidence, reliability, responsiveness, assurance and empathy. The problems encountered at Anugerah Shop include unfriendly store service when serving consumers. Waiters rarely greet customers who come so that consumers feel best. When consumers want to look at other goods, the waiter is less responsive, so that the consumer's wishes are ignored. This causes consumers to move to other stores that provide better service and can reduce sales turnover. The following presents sales data for the last six months.

Table 1. Anugerah Store Sales Data

| Month | Sales Turnover |
|-----------|----------------|
| Juli | 31.279.000 |
| Agustus | 25.121.000 |
| September | 22.541.500 |
| Oktober | 24.152.000 |
| November | 15.123.000 |
| Desember | 12.453.000 |

Source: Accumulated Sales Data (2021)

Based on Table 1 above, it can be seen that in the last six months, turnover has decreased significantly which can cause losses due to non-fulfillment of store operational costs. The table above also illustrates that dissatisfied consumers who come so they choose other stores to buy their needs. Satisfaction is the level of a person's feelings after comparing the performance/results he feels with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations, if expectations then customers will be disappointed [3]. Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perceptions/impressions of (performance or results) of a product and his expectations [4]. Consumer satisfaction is the level of feeling where a person states the results of a comparison of the product/service performance received and expected [5]

Four ways to measure customer satisfaction, namely (1) Grievance and suggestion system (complaint and suggestion system). Many companies open suggestion boxes and receive complaints from customers. There are also companies that provide envelopes with the company's address written on them to be used to convey messages, suggestions, complaints and criticism. Such suggestions can also be submitted via comment cards, customer warm lines, toll-free telephones. This information can provide ideas and input to companies that enable companies to anticipate and quickly respond to these criticisms and suggestions. (2) Patron delight surveys (customer satisfaction surveys). In this case the company conducts a survey to detect customer comments. This survey can be carried out by post, telephone, or personal interviews or customers are asked to fill out a questionnaire. (3) Ghost shopping (shadow buyers). In this case, the company sends certain people as buyers to other companies or to their own company. This mystery shopper reports the advantages and disadvantages serving it. Also reported everything that is useful as material for decision making by management. Not only are other people hired to be shadow shoppers but the manager himself has to step into the field, shopping into rival stores where he is unknown. This manager's experience is very important because the data and information obtained he directly experienced himself. (4) Lost purchaser analysis (running customer analysis). Lost subscribers, trying to be contacted, they are asked to reveal why they stopped, moved to another company, was there a problem that occurred that could not be resolved or was resolved too late. From this kind of contact information will be obtained and will improve the company's own performance so that it does not there are more customers who run by increasing their satisfaction.

2. Method

This research is classified in quantitative research. This research was conducted at the Anugerah Shop Jl Transportation 6D Lau Dendang, Percut Sei Tuan District, Deli Serdang Regency. The time for conducting the research is March 20 to August 20, 2022. The population in this study is Anugerah Shop consumers of 100 people. The tool used as a data collector is a questionnaire. The questionnaire is arranged in the form of a questionnaire whose measurement is based on a Likert scale. The questionnaire will be

tested on 30 respondents. The questionnaire is given to consumers and consumers are given the freedom to answer it. The test results were analyzed, and invalid questionnaire items were replaced with new statements and used as research questionnaires.

The research data will be treated with normality and homogeneity tests. The normality test aims to test whether in the regression model the dependent variable and independent variable both have a normal distribution or not. A good regression model is having a normal or close to normal data distribution. In principle, normality can be detected by looking at the spread of the data, on the diagonal axis on the graph or by looking at the histogram of the residuals. The normality test is carried out using the Kolmogorov-Smirnov technique, that is, if the significance value is > 0.05 , it means that the data distribution is normal, and vice versa” [7]. The homogeneity test serves to find out whether there are two research data that have the same variance. If the data is normally distributed and homogeneous, then proceed to analyze it by testing the statistical hypothesis which is often called the "t" test which aims to determine the effect of service quality on customer satisfaction at Anugerah Stores.

3. Findings

3.1. Descriptive Analysis Results

This study consists of two variables, namely service quality and customer satisfaction. The research data was obtained from filling out the questionnaire with positive statements. The results of the descriptive analysis for each variable can be presented as follows in Table 2 below:

Table 2. Variable Data Analysis

| Statistical | Service Quality | Satisfaction |
|----------------|-----------------|--------------|
| Mean | 21.61 | 18.02 |
| Median | 22.00 | 19.00 |
| Mode | 24 | 23 |
| Std. Deviation | 2.516 | 1.729 |
| Variance | 6.328 | 2.199 |
| Range | 8 | 9 |
| Minimum | 16 | 14 |
| Maximum | 20 | 25 |
| Sum | 2199 | 1976 |

Source: Processed Primary Data (2022)

Based on Table 2 above, it is illustrated that the average value (mean) for the service quality variable is 21.61. The average value (mean) for the satisfaction variable obtained a mean value of 18.02. Meanwhile, the median value for the service quality variable is 22.00, while the satisfaction variable is 19.00. Furthermore, for the acquisition of the mode value for the service quality variable, it obtains a value of 24, for the facility variable, it obtains a lower value, namely 23.

3.2. Hipotesis Analysis

To test the hypothesis in this study the authors used two forms of hypothesis testing, namely the F test and T test which were used based on data processing with the help of the SPSS program as follows:

Tabel 3. Anova Analysis

| Mode | Sum of Square | df | Mean Square | F | Sig |
|------------|---------------|----|-------------|--------|------|
| Regression | 264.112 | 2 | 134.299 | 73.009 | .000 |
| Residual | 13.243 | 8 | 1.767 | | |
| Total | 267.613 | 7 | | | |

The results of the F test in Table 3 above show a Fhit of 73.009 with a significant value = 0.00. Because in the significant column $0.000 < 0.05$, there is a significant influence between the independent variable, namely service quality and the dependent variable, namely customer satisfaction at Anugerah Lau Dendang Shop.

To get empirical evidence whether or not there is a real influence between the quality variable (X) on customer satisfaction (Y), a statistical t test is performed. Based on the results of data processing, a summary of the results is obtained as shown in Table 4. The following:

Table 4

| Model | Unstandarized Coefficient | | Standardized Coefficient | t | Sig |
|------------|---------------------------|------------|--------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | - | | | | |
| | -5.773 | 2.533 | | -2.333 | .067 |
| Kualitas | -.067 | .657 | -.052 | -.077 | .000 |

The t test was conducted to find out whether the independent variables showed a partially significant effect on the dependent variable. H_a is rejected and H_0 is accepted or the alternative hypothesis is rejected, meaning that individually the independent variables have no influence on the dependent variable. H_0 is rejected and H_a is accepted or the alternative hypothesis is accepted, meaning that individually the independent variables have an influence on the dependent variable. To find out whether the independent variables partially affect the dependent variable, the results of service quality have a significant effect on customer satisfaction at Anugerah Shop. Based on the results of the analysis, it is known that t count = $-.077$ with sig = $0.00 < 0.05$. Shows that service quality has a significant effect on customer satisfaction at Anugerah Lau Dendang Shop.

4. Conclusion

Based on the results of hypothesis testing, service quality has a significant effect on Anugerah Shop customer satisfaction. Based on the results of the analysis, it is known that t count = $-.077$ with sig = $0.00 < 0.05$. Shows that service quality has a significant effect on customer satisfaction at Anugerah Stores Quality is closely related to customer satisfaction. Quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the company. This kind of emotional bond allows the company to thoroughly understand the customer's specific expectations and needs. In turn, the company can increase customer satisfaction. The results of research at Anugerah Shop are in contrast to the opinion put forward by Fandy (2011).

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