THE KEY FACTORS TO CREATE CUSTOMERS' SATISFACTION AT ALFAMART MINIMARKET

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Abstract

The purpose of this research was to examine the effect of product diversity, convenience and price on consumer satisfaction. The type of research used explanatory with a total sample of 150 respondents. Collecting data used a questionnaire with a Likert measurement scale. The data analysis method used validity and reliability test, correlation coefficient (R), regression test, coefficient of determination, significance of t test and F test with SPSS 20.0 application. The results showed a positive and significant influence between product diversity, convenience and price on consumer satisfaction. Variable product diversity has an effect of 18%, convenience of 20.1% and price has an influence of 41.7%. Companies need to pay attention to product diversity, convenience and price in developing marketing strategies in order to provide customer satisfaction.

Keywords: Consumer, Satisfaction, Product Diversity, Confenience, Price, Retail

Intoduction

Retail is an important part of the marketing process which is the last link in the process of delivering goods from producers to consumers. Through retail, a product can meet directly with its users. The retail industry is an industry that sells products and services that have been added value to meet the needs of individuals, families, groups, or end users. Most of the products sold are the fulfillment of household needs including basic commodities[1].

The retail industry in Indonesia is growing rapidly due to changes in people's lifestyles as well as economic growth that have led to an increase in people's welfare levels. The retail industry contributes greatly to Gross Domestic Product (GDP) and It also absorbs a large number of workers (Reza Hadyan, 2020, As a developing country, the growth rate of the Indonesian retail industry is influenced by the purchasing power of the people, population growth, and also the community's need for fulfillment of consumption products. It is hoped that the retail industry will continue to grow.

Alfamart is one of Indonesian retail industry in 2020 Alfamart has 15,102 outlets, while Indomaret, the main competitor of Alfamart, has 18,113 outlets. Competition among these companies is getting tougher. Alfamart must make a good strategy in order to win the competition by providing satisfactory service. In addition to competing with companies that sell offline, currently challenges also come from various retailers who sell online.

Many factors affect consumer satisfaction shopping at minimarkets such as Alfamart. These factors include product diversity, convenience and price. Product diversity is one of the factors that can satisfy consumers. Product diversity is the availability of products that vary both in terms of brand, size, or quality that can be the choice of consumers in meeting their needs and desires[1, 2] Various previous studies have proven that product diversity can increase customer satisfaction[3-5].

In addition to product diversity, price and convenience also affect consumers in shopping at minimarkets. Changes in behavior make consumers want to shop in a comfortable place, and at a price that suits the purchasing power of consumers. Convenience is a condition that makes consumers happy because of the various conveniences obtained. Shopping convenience is a condition where consumers can shop efficiently and effectively. Research conducted by expert's states that convenience affects consumer satisfaction in shopping [6-9] Based on this, the authors are interested in examining the key factors that influence consumer satisfaction shopping at retail stores. The systematics of writing this research are as follows: First, the author will explain the background of the research, secondly develop a theory and framework for developing hypotheses, Thirdly, explain the research methods used in this research and finally discuss the results of the research and also the conclusions.

Literature Review

Product Diversity

Product Diversity Product is a collection of all products and goods offered by certain sellers to buyers. Based on the amount, suitability of tastes and expectations and the availability of products offered so that later they are owned and used or consumed by consumers from producers [1]Consumer spends often consumers in the shopping process; the decisions taken to buy an item are those that were not previously listed in the purchase of goods. Product diversity is an attraction for consumers; especially it can provide alternative choices that are more varied. Alternative choices that are more varied for consumers can encourage customer satisfaction. [6]Several previous researchers explained the relationship between product assortment and the freedom to choose goods,[10] while [3] explained that product assortment provides an opportunity for a person to express himself. As for retailers, the diversity of product types can be used as a differentiation strategy.

According to [4] stated that the variable of product diversity includes the variety of goods sold in supermarkets and the availability of these goods in supermarkets. Indicators of product diversity, namely: a). Diversity of products sold b). Variety of products sold c). Availability of products sold d). Types of available brands

Based on their research, [10] say that product diversity partially has a definite influence on consumer satisfaction. So, product diversity is one of the factors in customer satisfaction. Then the research proposed by [11, 12] proves that product diversity with indicators of product completeness, product brands, product size variations and product quality variations have a significant influence on consumer satisfaction [13]

Convenience

Changes in lifestyle and welfare have an impact on consumer behavior in shopping. Today's consumers with very high busyness have limited time in shopping. Consumers shop not only looking for cheap goods but also consider the convenience of obtaining the

products or services needed quickly and efficiently. Convenience is one of the strategies that companies must pay attention to in satisfying consumers.

Basically convenience in shopping is a consumer's perception of the ease of obtaining goods or services that are determined with a minimum of effort and time [14-19]convenience is the ability to reduce non-monetary costs (time, energy and effort) of consumers when buying or using goods and services so as to reduce consumer difficulties[20, 21] Gupta, 2015, Rahman & Khan, 2014). The more time and additional effort required by consumers in shopping, the higher the potential for frustration that will be felt by consumers which has an impact on decreasing the level of consumer satisfaction.

Price

Price plays an important role in the decision making by a consumer. Price is usually used as an indicator to measure the satisfaction of a consumer, especially those related to the benefits of consuming goods or services. According to [2, 22, 23] Armstrong (2018). There are six stages in the strategic approach to pricing, namely: *a)* Analyzing the consumer-product relationship b. Analyzing the environmental situation c. Determine the role of price in marketing strategy d. Calculating relevant production and marketing costs e. Establish pricing objectives f. Making pricing strategies and determining prices [24]

According to [1, 25] the empirical indicators used to explain the price variable are as follows: 1) Price dependence 2) Price compatibility with product quality 3) Price competitiveness 4) Price compatibility with production benefits 5) Price affects consumer purchasing power 6) Price can influence consumers in decision making. According to[4, 8] price indicators are as follows: 1) Response to Price Fixing, by looking at whether or not consumers have accepted the prices set by producers at this time. 2) Price Conformity with Benefits, the price set by the producer will be analyzed by consumers and adjusted to the benefits obtained from using the product. 3) Prices are able to compete with competing products, in consuming an item/service, consumers always compare the price of the same product with prices elsewhere.

The effect of price on consumer satisfaction is strengthened in research journals that have been carried out by previous researchers, namely in the journal[2, 22] which shows increasingly influence on consumer satisfaction. Meanwhile, other research on the effect of price on consumer satisfaction was reinforced in a research journal that had been carried out by previous researchers, namely Irma [26] showing the results of research that price has a significant effect on consumer satisfaction.

Satisfaction

Satisfaction is a very important factor for companies to maintain customer loyalty so that they want to buy back and recommend the company's products to other parties. Satisfaction is an evaluation of consumers after consumers buy a product and service, whether consumers expected by consumers [17, 18, 27]. If the products and services are as satisfied. Conversely, if the products and services are not as expected, consumers will feel less or dissatisfied. This shows that consumer satisfaction is closely related to the evaluation results after the consumer makes a purchase.

[24] that consumers see the service and the performance and compare them with consumer standards or expectations, and then form a satisfaction decision based on that comparison. When purchases made by consumers result in the fulfillment of needs and expectations, it will create consumer satisfaction. This opinion is in line with that expressed by Kotler and Keller (2006), that consumer satisfaction is "the level of a person's feelings that arise after comparing the performance of the product received with his expectations" [10, 28, 29]

According to [18, 30] are 2 models of customer satisfaction, namely: 1. Cognitive Model Customer assessment is based on the difference between a collection of attribute combinations that are considered ideal for individuals and their perceptions of the actual

combinations of attributes. In other words, if the ideal is the same as the perception, the customer will be satisfied; otherwise if the difference between the ideal and the actual is greater, the consumer will be increasingly dissatisfied. Based on this model, customer satisfaction can be achieved in 2 main ways, namely: a. Change the company's offerings so that they match the ideal. b. Convincing customers that the ideal does not match the actual reality. 2. The Affective Model. The Affective Model says that individual customer assessments of a product are not solely based on regional calculations but are also based on aspiration level, learning behavior, specific emotions (satisfaction, aversion), mood (mood).

Materials and Methods

The research used explanatory research which will examine the existing research variables. The research sample was taken by the researcher using the non-probability method. [15-17] stated non-probability sampling is a sampling technique that does not provide an opportunity or opportunity for each element or member of the population to be selected as a sample. The non-probability sampling technique used to convey sampling. The sample taken by the researcher is Alfamart consumers in Kiaracondong, Bandung as many as 150 respondents.

The data used by distributing questionnaires to consumers who have shopped at Alfamart, Kiaracondong. By presenting closed questions that provide alternative answers. The scale used in the preparation of the questionnaire is a Likert scale which contains five levels, from Strongly (STS) = 5 to Strongly Disagree (TS) = 1

Before analyzing the influence between variables in this study, the researcher first tested the feasibility of the questions in the questionnaire using validity and reliability tests. [7, 14, 20] states that the correlation scores of an item with a minimum total score of 0.3 in order to be declared valid.

Results and Discussions

As we can see the following result:

Table 1

Respondent profile

Respondent Profile		Percentage
Gender	Male	47%
	Female	53%
Age	<20 year	9%
	20-29 year	33%
	30-39 year	27%
	40-49 year	24%
	50-59 year	7%
Occupation	Student	23%
	Entrepreneur	28%
	Private Employee	34%
	Civil Servant/ BUMN	15%
Expenditure	<Rp 2.000.000	15%
	Rp 2.000.000s/d 5.000.000	47%
	Rp 5.000.000 s/d Rp 8.000.000	38%

Source : data processed 2021

From150 respondents showed that 53% were women and 47% were men. That can be seen the most respondents are female. The largest number of respondents in this study was respondents aged 30 - 39 years. The level of expenditure per month is dominated by respondents with expenses of IDR 2,000,000 to IDR 5,000,000 with a percentage of 47%.

Validity and Reliability Test

A measurement scale is called valid if it does what it should do and measures what it should measure. The validity test used in this research used Pearson correlation. If the sig value is less than 0.05 then it is declared valid[22, 31, 32] (Kuncoro, 2013).

Based on a questionnaire consisting of variables Product Assortment, Convenience, Price and Satisfaction, the average value on the validity test is above 0.3. So it can be concluded that with validity obtained more than 0.3, all questions in this research questionnaire can be said to be valid.

The reliability tests:

Table 2

Reliability Test

Variable	Reliability Value	R- critical	Description
Product Assortment	0.793	0.6	Reliable
Convenience	0.793	0.6	Reliable
Price	0.792	0.6	Reliable
Satisfaction	0.713	0.6	Reliable

Source : data processed 2021

From the table above, the result of the reliability coefficient value of each variable is greater than the critical r of 0.6. it can be used for the next analyzes.

Descriptive Statistics Descriptive

Based on the survey results obtained consumer responses related to the variables research, namely product diversity, convenience, price and satisfaction. Respondents' responses can be seen in table 4. There are 150 respondents.

Table 3

Descriptive Statistic

Variable	N	Minimum	Maximum	Mean	SD
Product-Assortment	150	3	5	4.56	0.549
Convenience	150	2	5	4.43	0.689
Price	150	1	5	4.21	0.862
Satisfaction	150	3	5	4.17	.553
Valid N (list wise)	150				

Source: SPSS Output

The results show that consumers perceive that the variety of products offered by Alfamart has well, as well as convenience, and price. Consumers are also satisfied with shopping at Alfamart.

Normality Test

The aim of the test to assess the distribution of data in a group. It can be seen as follow:

Table 4

Kolmogorov-smirnov one-sample test		Unstandardized Residual
N		150
Normal parameter, a, b	Mean	0.0000000
	Std. Deviation	2.53813853
Most Extreme Difference	Absolute	0.076
	Positive	0.060
	Negative	-0.076
Test Statistics		0.076
Asymp. Sig. (2-tailed)		0.093

a. Test distribution is Normal
b. Calculated from data

It can be concluded the value of Asymp. Sig (2-tailed) is 0.093. Due to the Asymp value. Sig (2-tailed) is higher than specified (0.093 > 0.05), the data is unstandardized residual.

Multicollinearity Test

Table 5

Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
PRODUCT ASSORTMENT (X1)	.457	2.187
CONVINIENCE (X2)	.337	2.966
PRICE (X3)	.353	2.831

a. Dependent Variable : SATISFACTION (Y)
Source: Processed data (2021)

The are three independent variables are obtained, namely product diversity, convenience and price have value of 0.457; 0.337 and 0.353 with a VIF value is 2.187, respectively; 2,966 and 2,831. There is no multicollinearity between the independent variables and requirements since it is greater than 0.10, however, the VIF is less than 10.00.

Multiple Linear Regression of Multiple Test
The regression of Convenience, Price has on Satisfaction.

Table 6

Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
constant	10.452	1.838		5.686	.0000
PRODUCT ASSORTMENT (X1)	0.483	0.097	0.180	3.953	0.005
CONVINIENCE (X2)	0.372	0.093	0.201	3.946	.007
PRICE (X3)	0.352	0.064	0.417	3.928	.000

a. Dependent Variable : SATISFACTION (Y)

From the output above, it is known that the values intercept and regression coefficient can be formed so that a multiple linear regression equation can be formed as follows:

Y = 10,452 + 0,483 X1 + 0,372 X2 + 0, 352 X3 + e

It can be concluded such as:

a   = 10,452 means if the variables Convenience, Product Assortment and Price are zero then Satisfaction will be worth 10,452 units, where the regression lines intersect the Y axis at the point 10,452.

b1   = 0.483   means if the Product Assortment increased by one unit and the variables are constant, the repurchase will be increased by 0.483 units.

b2   = 0.372 means if the variable Convenience increased by one unit and the variables are constant, then Satisfaction will be increased by 0.372 units.

b3   = 0.352 means if the Price variable increased by one and the variables are constant, Satisfaction will increase by 0.352 units.

Table 7

Simultaneous Hypothesis Testing

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	692.093	3	230.698	35.090	0.000
Residual	959.880	146	6575		
Total	1651.973	149			

a. Predictor: (Constant), Convinience, Product Assortment, Price
b. Dependent Variable: Satisfaction
Source: SPSS Output

As shown in the table above. Based on the ANOVA test, the calculated F value is 35.090 with a significant value of 0.000. From the calculation of the F table, namely at the level of = 0.05, df1 = k – 1 = 4 – 1 = 3, and df2 = n - k = 150 - 4 = 146, the F table is 2.65. So when compared, F count > F table, which is 35,090 > 2.65, so it can be concluded that Product Assortment, Convinience and Price simultaneously affect Satisfaction. *Table 8*

Partial Hypothesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
constant	10.452	1.838		5.686	0.000
PRODUCT ASSORTMENT (X1)	0.483	0.097	0.180	3.953	0.005
CONVINIENCE (X2)	0.372	0.093	0.201	3.946	0.007
PRICE (X3)	0.352	0.064	0.417	3.928	0.000

b. Dependent Variable: Repurchase Intention (Y)
Source: SPSS Output

The table shows the significant value is 0.005, according to criteria that Ho is rejected and Ha is accepted. The variable of Product Assortment has a significant effect on Satisfaction with 0.007, the hypothesis test that Ho is rejected and Ha is accepted. The variable Convenience has a significant effect on Satisfaction. Price obtained value significant with 0.000, while the if Ho is rejected and Ha is accepted. the variable of the price has a significant effect on Satisfaction.

Coefficient of Determination

Table 9

Test The Coefficient of Determination

Model	R	R Square
1	.914	.835

Predictors: (Constant), Price, Product Assortment, Convinience .Dependent Variable: Satisfaction

From the aria results, the coefficient of determination is 0.835 that influence of the three variables into dependent of 83.5%. Meanwhile, 16.5% other effected by variables not been tested.

The Effect of Product Assortment on Satisfaction

The results of this study are same with various studies conducted by previous researchers, that product diversity is a factor that influences consumers in shopping at minimarkets (Mantauv, 2014; Novita and Setyowati, 2017). However,b managers in minimarket Alfamart order to increase their competitive advantage must pay attention to the diversity of products offered in their stores. Product diversity is the category of goods (products) found in the store and the types of merchandise (products) have the appropriate breadth.

Effect of Convenience Satisfaction

Form the analyzes it can be concluded that the variable Convenience shows that H0 is rejected and H1 is accepted. This is in line with research conducted by previous researchers who have examined that convenience affects consumer satisfaction [11, 33](Convenience is very important for consumers in shopping. argues that the greater the waiting time associated with the service, the lower the level of service convenience perceived by consumers. Service convenience provides a means for consumers to reduce costs, time and effort in obtaining and using services, which in turn will increase their satisfaction with a service. Convenience in finding the goods needed, in payment is advantageous because consumers can save time for shopping and more time for other activities. The ease of finding the desired seller/service provider also helps consumers to be able to save costs and energy, which in turn can increase consumer satisfaction with the services they feel.

Price Influence of Satisfaction

From the hypothesis results in partial or t-test, it can be inferred Price variables shows that H0 is rejected and H1 accepted. This study was same as the research conducted by[2, 34] which analyzes price, promotion, and service quality on consumer satisfaction, the results of the study found that partially the price variable has a significant influence on consumer satisfaction. [30] also examined the effect of price on consumer satisfaction, the results of the study found that tourist facilities and prices had a significant effect on consumer satisfaction.

Conclusion

The aims of this research were to identify how the impact of product diversity, convenience and price on consumer satisfaction at Alfamart. The results of this study reveal that product diversity, convenience and price affect consumer satisfaction and Alfamart management must pay attention to a good strategy in an effort to satisfy consumers, including product diversity, convenience and price of the products offered. For the next research, it can be added more data, and can be provided other variables which is more satisfaction.

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