

THE EFFECTS OF SERVICE QUALITY AND PRODUCT PRICE ON CUSTOMER SATISFACTION AT LOTTE GROSIR YOGYAKARTA

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ARTICLE INFO

Article history:

Received

Received in revised form

Accepted

Available online

Keywords

Service quality, price, customer satisfaction

ABSTRACT

This research aimed to examine the effects on (1) service quality on customer satisfaction, (2) product price on customer satisfaction, and (3) service quality and product price customer satisfaction. This research was conducted at Lotte Grosir Yogyakarta. The participants were 100 customers who were randomly selected. Data were collected by distributing questionnaires that had been tested for validity and reliability. The analytical method used is multiple regression analysis. This analysis was used to determine the simultaneous and partial influence between the dependent variable and the independent variable. The research results show that (1) service quality has a negative effect on a customer satisfaction, (2) product price has a negative effect on customer satisfaction, and (3) service quality and product price simultaneously have a negative effect on customer satisfaction.

1. Introduction

In this day and age, Indonesia is experiencing a period of significant lifestyle changes and technological developments followed by the development of the internet and social media. This condition provides great opportunities for businesses, especially retail, to be able to develop. Recently, modern retail businesses continue to grow and develop to meet the needs of the community who want an easy product purchasing process, affordable prices, adequate services and facilities. Retail business competition is getting intense so that retail owners must be able to create innovations and present different experiences to be able to meet the needs of the community. Some types of modern retail that are currently growing very rapidly in Indonesia are hypermarkets such as Transmart Carrefour, Hypermart, Lotte Mart, and others.

Table 1. Brand Comparison in Retail Category

Brand	2018	2019	2020	2021	2022
Hypermart	24.60	19.60	21.40	26.20	26.70
Lotte Mart	4.40	2.30	1.40	5.3	5.90
Transmart Carrefour	32.30	33.40	33.60	39.80	39.30

(Source: <https://www.topbrand-award.com/top-brand-index> accessed in 2023)

Based on the results of the top brand index survey from 2018 to 2021, in the retail category, hypermarkets compete every year to get a good Top Brand Index in order to get Top Brand Award. This award is awarded by referring to the Top Brand Index which is an official Top Brand survey

with an independently operated methodology. The results of the Top Brand Award survey are always awaited by many brands in Indonesia because this predicate is proof of customer trust. Based on the data in the table above, a hypermarket with the lowest top brand index is Lotte Grosir.

Table 2. The number of customer complaints to Hypermarket in Yogyakarta

Hypermarket	The number of complaints received				
	2018	2019	2020	2021	2022
Transmart Carrefour Plaza Ambarukmo	279	287	187	195	351
Lotte Mart Wholesale / Lotte Grosir	1037	1127	859	938	1208
Hypermart Pakuwon Mall	368	319	225	274	306

(Source: Primary Data, 2023)

Based on the data obtained from each hypermarket customer care section in Table 2, it can be seen that the hypermarket with the highest and increasing number of customer complaints is Lotte Grosir.

Figure 1.The Number of Complaints Received by Lotte Grosir Yogyakarta in 2018-2022



(Source: Primary Data, 2023)

Based on the data in Table 3, over the past 4 years, the number of complaints received by Lotte Grosir fluctuated. In 2019, the number of customer complaints at Lotte Grosir was 8.6%. In 2020, the number of customer complaints at Lotte Grosir decreased by (-23.7%) because in that year the Covid 19 pandemic occurred which caused several outdoor activities to be restricted and Lotte Grosir experienced a decrease in the number of visitors. In 2021, the level of customer complaints increased by 9% compared to the previous year. However, after the conditions was back to normal in 2022, the level of customer complaints at Lotte Grosir tended to increase (28.7%).

Customer satisfaction is the key for companies to retain customers. According to Lovelock and Wirtz (2011), satisfaction refers to an attitude that is determined based on the experience gained. Satisfaction is an assessment of the characteristics or specialties of a product or service or the product itself that provides a level of consumer satisfaction related to the fulfillment of consumer consumption needs. Consumer satisfaction can be developed through quality, service, and value received. Based on the explanation above, research on customer satisfaction at Lotte Grosir Yogyakarta is essential to be conducted to find out how much influence service quality and product prices have on customer satisfaction. Therefore, the author is interested in conducting research

entitled "The Influence of Product Prices and Service Quality on Customer Satisfaction at Lotte Grosir Yogyakarta"

2. Method

This study employed a quantitative method. The type of approach used is a quantitative descriptive analysis approach with explanatory research. This method is aimed at explaining the position of the variables studied and the influence between one variable and another. Sugiyono (2017:6). Meanwhile, according to Sani, Ahmad. Maharani (2013:180) explanatory research is research to test hypotheses that will be tested for their truth.

Research Setting

This research was conducted at Lotte Grosir Yogyakarta located at Jl. Ring Road Utara, Muguwo, Maguwoharjo, Depok District, Sleman Regency, Special Region of Yogyakarta 55282. The time of this research was conducted from October 2023 - May 2024,

Population and Sample

The population in this study was Lotte Grosir Yogyakarta customers whose number is unknown. The technique used was non-random sampling, so the sample was not selected randomly because the sample was customers who shopped at Lotte Grosir Yogyakarta. In this study, the number of research samples was determined using the Lemeshow formula, because the population size is unknown. The formula and explanation are shown below.

$$n = \frac{Z^2_{1-\alpha/2} \cdot P(1-P)}{d^2}$$

The number sample taken in this study

$$\begin{aligned} n &= \frac{(1.96)^2 \cdot 0.5(1-0.5)}{(0.1)^2} \\ &= \frac{3.8416 \cdot 0.25}{0.01} \\ &= 96.04 \\ &= 97 \end{aligned}$$

Data Collection Technique

Data in this study were collected by means of questionnaires in series or lists of questions that were systematically arranged and then sent to be filled out by respondents (Bungin, 2005:133). The questionnaires were distributed to those who have shopped at Lotte Grosir Yogyakarta.

Data Analysis Technique

In this study, the data analysis techniques used were descriptive analysis, classical assumption test, simple linear regression analysis, simple regression analysis, hypothesis testing. These procedures were carried out to determine the influence between independent variables on dependent variables.

3. Results and Discussion

3.1. Results

Classical Assumption Test

a. Normality Test

Variable	Sig	Limit	Description
Unstandardized Residual	0,063	>0,05	Normal

(Source: Data processed by author, 2024)

b. Linearity Test

Variable	Sig	Limit	Description
Service Quality	0,000	<0,05	There is a linear relationship
Product Price	0,000	<0,05	There is a linear relationship

(Source: Data processed by author, 2024)

c. Heterchodasticity Test

Variable	Sig	Conclusion
Service Quality	0,547	Non- heteroskedastic
Product Price	0,063	Non- heteroskedastic

(Source: Data processed by author, 2024)

d. Multicollinearity Test

Variable	Tolerance	VIF	Conclusion
Service Quality	0,698	1,443	Non-Multicollinear
Product Price	0,698	1,443	Non-Multicollinear

(Source: Data processed by author, 2024)

Simple Linear Regression Analysis

a. Service Quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	64,344	3,808		16,896	,000
	Kualitas_Pelayanan	-,565	,071	-,625	-7,918	,000

a. Dependent Variable: Kepuasan_Pelanggan

(Source: Primary data processed by author, 2024)

b. Product Price

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	81,677	3,198		,000
	Harga_Produk	-2,288	,154	-,832	,000

a. Dependent Variable: Kepuasan_Pelanggan

(Source: Primary data processed by author, 2024)

Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	85.636	3.166		.000
	Kualitas Pelayanan	-.218	.057	-.241	.000
	Harga Produk	-1.923	.172	-.700	.000

a. Dependent Variable: Kepuasan Pelanggan

(Sumber : Hasil Olah Data Primer, 2024)

Based on table 22, the multiple linear equation is as follows.

$$Y = 85.636 - 0.241X_1 - 0.700X_2$$

Hypothesis Testing

a. T-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	85.636	3.166		.000
	Kualitas Pelayanan	-.218	.057	-.241	.000
	Harga Produk	-1.923	.172	-.700	.000

a. Dependent Variable: Kepuasan Pelanggan

Sumber: Data primer yang diolah 2023

1. Hypothesis test 1 (The effects of service quality on customer satisfaction)

The results of the first hypothesis test regarding the impact of service quality on customer satisfaction obtained a t-count of -3.848; with a significance value of $0.000 < 0.05$, this indicates that service quality has a negative and significant effect on Lotte Grosir customer satisfaction. **Thus, the first hypothesis is rejected.**

2. Hypothesis test 2 (The effects of product price on customer satisfaction)

The results of the second hypothesis test regarding the impact of product price on customer satisfaction obtained a t-count of -11.153; with a significance value of 0.000

<0.05 , this indicates that product price has an effect. H_0 is rejected and H_a is accepted. The hypothesis of this study states that product price has a negative and significant effect on Lotte Grosir customer satisfaction. **Thus, the second hypothesis is accepted.**

b. F-Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5736.924	2	2868.462	133.508	.000 ^b
	Residual	2084.076	97	21.485		
	Total	7821.000	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga Produk, Kualitas Pelayanan

(Sumber : Data diolah, 2024)

Based on the results of the F statistical test in the table above, it can be seen that the F count value is 133.508, the significance value is $0.000 < 0.05$, and the F table value in the F distribution table is 133.508. It can be concluded that the F count value $> F$ table is $133.508 > 3.09$ and the sig value is $0.000 < 0.05$ which means that there is a simultaneous influence of service quality and product price on Lotte Grosir customer satisfaction. This indicates that H_0 is rejected while H_a is accepted. The hypothesis of this study states that service quality and product price have a negative and significant effect on Lotte Grosir Yogyakarta customer satisfaction. **This means that the third hypothesis is also rejected.**

Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.734	.728	4.63523
a. Predictors: (Constant), Harga Produk, Kualitas Pelayanan				

Source: Primary data processed by author, 2024

It can be seen that the correlation coefficient value (R^2) is 0.728. It means that 72.8% of the customer satisfaction can be represented by variables other than service quality and product price. Meanwhile, 27.2% of customer satisfaction can be explained by other factors.

3.2. Discussion

1) The effects of service quality on customer satisfaction at Lolttell Grolsir Yolgyakarta

The results of the study showed that the value of the correlation coefficient (β) is -0.241 and $p = 0.000$. This indicates that the quality of the service has a negative impact on customer satisfaction, so the first hypothesis is accepted. The influence of the quality of the service on the satisfaction of customer satisfaction is 0.386 (38.6%). Thus, when the service quality increases but it is out of customer expectation, the customer satisfaction may still decrease. This result is in line with a study by Hermawati (2018) that showed that the quality of customer service has a negative and significant effect on customer satisfaction. Then, it can be concluded that every change in service quality will affect customer satisfaction.

2) The effects of product price on customer satisfaction at Lolttell Grolsir Yolgyakarta

The results of the present study show that the value of the correlation coefficient (β) is -0.700 and $p = 0.000$. This shows that the price of product has negative impacts on customer satisfaction, so the third hypothesis is accepted. The correlation of the price of the product on the satisfaction of the customer is 0.690 (69.0%). This negative regression value means that if the price raises, customer satisfaction will decrease. This result is in line with Pramana's (2018) study which shows that price has a negative and significant effect. This indicates that the higher the price offered, the lower the customer satisfaction. If the price offered is lower and meets customer expectations, the higher the satisfaction.

3) The effects of service quality and product price on customer satisfaction at Lolttell Grolsir Yolgyakarta

The results of the study show that the correlation coefficient (β) value of service quality is -0.241 and $p = 0.000$. The correlation coefficient (β) value on the variable of the price is -0.700 and $p = 0.000$. This shows that service quality and price simultaneously has negative effects on customer satisfaction. Therefore, the third hypothesis is rejected. The percentage of the effects is 0.728 (72.8%). Lolvelock in Rambat Lolpiyoladi (2006:183) defines service quality as the gap between customer expectations and reality for the services they receive. If the increase in service quality does not meet customer expectations, customer satisfaction will decrease. In addition, if the service quality is increased to exceed customer expectations, it will cause additional costs, so this will reduce customer satisfaction. Therefore, companies must be able to ensure that customer expectations are met through the quality of service or the price of the product offered. If customers are satisfied, trust between the customer and the company will develop. This trust may continue and lead to a good long-term impact for the company.

4. Conclusions

- a. The quality of service has a negative and significant effect on customer satisfaction as shown by the (β) value of -0.241 and $p = 0.000$. This shows that the quality of service has a negative effect on customer satisfaction at Lolte Grolsir Yogyakarta.
- b. The product price has a negative and significant effect on customer satisfaction as shown by (β) value of -0.700 and $p = 0.000$. This indicates that the price of product affects customer satisfaction at Lotte Grosir Yogyakarta.

- c. The quality of service and the price of product simultaneously affect customer satisfaction as shown by (β) value of -0.241 and $p = 0.000$ for the service quality; (β) value s -0.700 and $p = 0.000$ for the product price. This shows that service quality and product price simultaneously have negative effects on customer satisfaction at Lotte Grosir Yogyakarta.

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