

# The Role of Store Facilities in Mediating the Effect of Service Quality on Consumer Satisfaction (Case Study of Muncul Jaya Stores Brebes)


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ARTICLE INFO	ABSTRACT
<b>Article History:</b> Received: Mey, 2022 Revised: June, 2022 Accepted: July, 2022	<p><i>This study aims to analyze the role of store facilities in mediating the effect of service quality on customer satisfaction at the Muncul Jaya Brebes Store. Respondents in this study are consumers who have made purchases at the supermarket for a maximum period of 3 months when this research was conducted. With the number of respondents as many as 95 people selected by random sampling. Data were collected using questionnaires and interviews, and analyzed using descriptive analysis and path analysis. The results prove that service quality has a significant effect on consumer satisfaction, and store facilities have a significant effect on customer satisfaction and, indirectly, the results of the study prove that store facilities affect customer satisfaction through service quality.</i></p> <p><i>This is an open access article under the <a href="#">CC BY-SA</a> license.</i></p>
<b>Keywords:</b> Facilities, Service Quality, Customer Satisfaction	
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## Abstrak

study aims to analyze the role of store facilities in mediating the effect of service quality on customer satisfaction at the Muncul Jaya Brebes store. Respondents in this study were consumers who had made purchases at the supermarket with a maximum period of 3 months when this research was conducted. With the number of respondents as many as 95 people selected by random sampling. Data were collected using questionnaires and interviews, and analyzed using descriptive analysis and path analysis. The results prove that service quality has a significant effect on customer satisfaction, and store facilities have a significant effect on customer satisfaction and, indirectly, the research results prove that store facilities have an effect on customer satisfaction through service quality.

**Keywords:** facilities , service quality, consumer satisfaction .

## 1. INTRODUCTION

The era of globalization has made business in Indonesia develop so rapidly, which forces every company to move dynamically. Where these conditions require companies or wholesale business actors to be fast and precise in adjusting to circumstances. The number of competitors that create competition in business forces companies to go the extra mile in order to protect and retain consumers, as well as get new customers who buy the company's products. Where a consumer-oriented company should pay attention to what consumers want, what they need and what facilities need to be provided at the store, as well as what kind of service consumers like so that consumers are not disappointed. Consumers can feel satisfied and consumers become loyal, which has an impact on consumers being able to make repeat purchases [1] .

Toko Muncul Jaya Brebes is one of the wholesale businesses located on Jalan WR. Supratman Banjarnayar Village (Dukuh Bangon) which sells and provides various types of products ranging from food, beverages, and various kinds of products for household and youth needs such as beauty products, perfumes, and others. Toko Mucul Jaya in buying and selling its products can be in the form of wholesale and retail (retail) where consumers can pick up the product they want themselves. Apart from the Muncul Jaya Brebes shop, there are also retail and wholesale shops around the area,

one of which is the Dian Krasak shop. With so many retail and wholesale businesses around the Muncul Jaya Brebes store, the retail and wholesale business competition is getting tougher.

Competition is getting tougher in marketing where it's getting bigger with small profits on each unit [2]. Wholesale is a form of business in which many producers are involved in fulfilling consumer desires [3], causing each company to place a position on consumer satisfaction which is the main goal [4]. Supermarkets provide a variety of consumer needs in sufficient quantities to buy a product on a large scale and trade it to retailers on a smaller scale. In the face of intense competition, which forces retail and wholesale business actors, inevitably they have to pay attention to their customer satisfaction with the aim of consumers becoming loyal and being able to buy back which can indirectly increase sales results. With this in mind, supermarket owners have to think extra in planning and implementing future strategies with the strategies used aiming to attract consumers, so that the Muncul Jaya Brebes store is ready to face the competition that is happening in the field. At this time, many wholesalers are increasingly understanding the importance of customer satisfaction and developing and implementing appropriate strategies to provide satisfaction for their customers. Consumers argue that life is a combination of experiences, so that every activity carried out by consumers including consuming products or services is an experience, if the experience is impressive then consumers are not reluctant to consume these goods or services for the umpteenth time [5].

In creating customer satisfaction, there are several underlying aspects, namely product quality, price, product completeness, service quality and facilities available at the store [6], [7]. In determining the variables, the researchers conducted a mini survey which was conducted for two days. Where a survey was conducted to determine the level of customer satisfaction at the Muncul Jaya store on a scale of 1 to 10. With the following results:

**Table 1.** Mini Survey Results

<b>Variable</b>	<b>Average Level of Satisfaction</b>
Consumer Satisfaction	7,53
Product quality	7,26
Price	7,13
Product Completeness	7,13
Service quality	4.93
Store Facilities	5,13

Source: Data Processing

The results of the mini survey above were obtained from 15 consumers after making purchases at the Muncul Jaya store. Based on the preliminary presentation and survey results above, the authors are interested in researching the title "The Role of Store Facilities in Mediating the Effect of Service Quality on Consumer Satisfaction (Case Study of the Muncul Jaya Brebes Store)".

From the explanation that has been outlined above, there are problems that can be formulated as follows: (a) does service quality affect customer satisfaction?, (b) do store facilities affect customer satisfaction?, (c) do store facilities play a role in mediating the effect of quality service to customer satisfaction?. In conducting this research, there are several objectives that the authors hope to achieve and know, namely: (a) to find out how much influence service quality has on customer satisfaction at the Muncul Jaya Brebes store, (b) to find out how much influence the store facilities have on customer satisfaction at the Muncul Jaya store Brebes, and (c) analyzing store facilities in mediating how much influence service quality has on customer satisfaction at the Muncul Jaya Brebes store.

### **Consumer Satisfaction**

Satisfaction is a trait or assessment that arises after using a product or service, satisfaction arises based on the experience a consumer has passed in using a product or service [8]. Factors that can drive consumer satisfaction include service quality, product quality, price, emotional factors, costs, facilities, strategic locations and convenience [9]. The service of any supermarket, of course, wants loyal customers who always come back to their supermarket, and the Muncul Jaya Brebes store

is no exception. Consumer satisfaction is the level of one's feelings after comparing the performance of a product or service that he feels with his expectations [10] . Consumer satisfaction is the consumer's overall assessment of the benefits of the product based on what they receive [11] and what they provide response or consumer responses regarding the fulfillment of needs [12] . Consumer satisfaction is an important indicator of customer loyalty, when a customer is loyal, the customer is more likely to make a repeat purchase. So it can be associated that consumer satisfaction is directly related to loyalty [13] . From several opinions that have been put forward by experts, it can be concluded that consumer satisfaction is a buyer's cognitive situation related to comparability (conformity/pleasure) or discompatibility (dislike) of the results obtained compared to the sacrifices that have been made. Consumer satisfaction can be measured based on existing indicators. Forms of consumer satisfaction consist of: suitability of expectations, interest in revisiting, and willingness to recommend [14] .

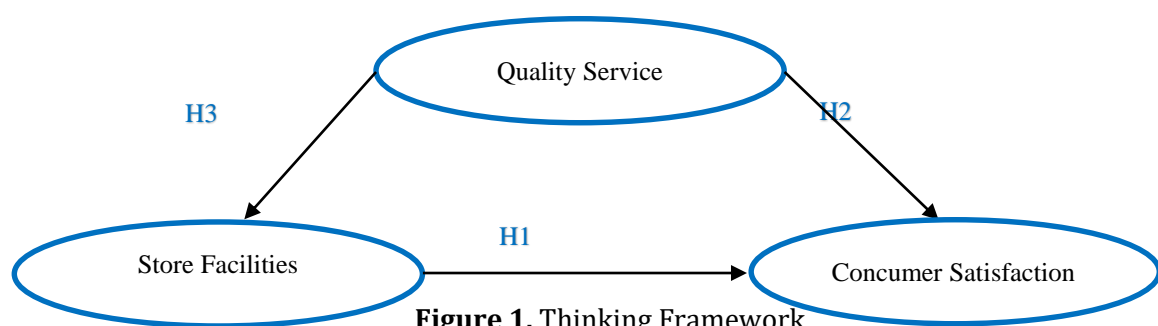
### Service quality

Service quality is the expected level of excellence and control over that level of excellence to meet consumer desires [15] . Service quality makes consumers have a commitment to the products or services and services of a supermarket which has an impact on increasing sales of a product or service [16] . Service quality is a very important factor in retaining consumers in the long term [17] . Service quality is a crucial thing that must be considered and maximized in its implementation so that the business continues to survive and is always the customer's choice [18] . The higher the service quality performance compared to consumer expectations, the higher customer satisfaction [19] . Supermarkets that have good service can make consumers loyal to products or services and maximize income. Improving service quality can also increase competitiveness against competitors and can become an icon or distinctive characteristic that can be used as a differentiator from competitors. There are five indicators of service quality including: tangibles, reliability, responsiveness, assurance and empathy [20] .

### Facility

Facilities are everything that makes it easy for consumers in businesses engaged in services, wholesale and retail [21] . All existing facilities, namely the condition of the facilities, completeness, interior and exterior design and cleanliness of the facilities must be considered, especially those that are closely related to what consumers feel or get directly [22] . Arrangement of facility layout in a wholesale or retail business is very necessary. This is due to increasing and improving facilities as a means of supporting the buying and selling process as well as the effective and efficient use of the place [23] . Facility layout can be defined as a procedure for arranging physical facilities to support the smooth production process, this arrangement utilizes the area for placing facilities, smooth movement of materials and material storage [24] .

The main objective of the layout of store facilities is to organize the store space and all supporting facilities for buying and selling economically in order to create a safe and comfortable space atmosphere, so as to improve employee performance and good interaction with customers [25] . A well-planned and well-organized layout will affect efficiency in maintaining operations or work success in wholesale or retail businesses. Facility indicators consist of: spatial considerations or planning, room planning, equipment or furniture, lighting and color, and messages conveyed graphically [26] . Based on the description of each of these variables, the thinking framework in this study can be described as follows:



**Figure 1.** Thinking Framework

Based on the description of the relationship between variables shown in Figure 1 can create several hypotheses, then the following hypotheses can be proposed in this study:

H1: Service quality has a significant effect on customer satisfaction.

H2: Store facilities have a significant effect on customer satisfaction.

H3: Store facilities mediate the effect of service quality on customer satisfaction.

## 2. METHOD

This type of research is associative research, which aims to analyze the impact and relationship between variables [27]. In this study there are three variables: (a) the dependent variable (Y) in this study is customer satisfaction, (b) the intermediary variable (z) in this study is store facilities, (c) the independent variable (X) in this study is service quality. Where the location of this research was carried out in Brebes District, this was based on the location of the research object, namely the Muncul Jaya Brebes shop, with the research subject being consumers or people who had bought at the Muncul Jaya Brebes shop. The population in this study are all consumers who have made purchases at the Muncul Jaya Brebes store. The ideal and representative number of samples is the number of indicators in the variable multiplied by 5 – 10 [28]. The number of indicators from this research is 13, so the minimum limit for respondents in this study is  $13 \times 5 = 65$  consumers, while the maximum limit is  $13 \times 10 = 130$  consumers. So the sampling method in this study using a purposive sampling method. With the characteristics of the samples taken, namely consumers from the Muncul Jaya Brebes store with a minimum purchase time of the last three months, starting from the time the research was conducted. Data analysis using quantitative descriptive method. The type of data in this study comes from primary data. Where the data collection technique uses a list of questions in the form of a questionnaire or questionnaire that uses a Likert scale with weighting or scoring as follows:

Table 2. Scoring

<b>STS</b>	= Strongly Disagree	Score = 1
<b>TS</b>	= Disagree	Score = 2
<b>CS</b>	= Simply Agree	Score = 3
<b>S</b>	= Agree	Score = 4
<b>SS</b>	= Totally Agree	Score = 5

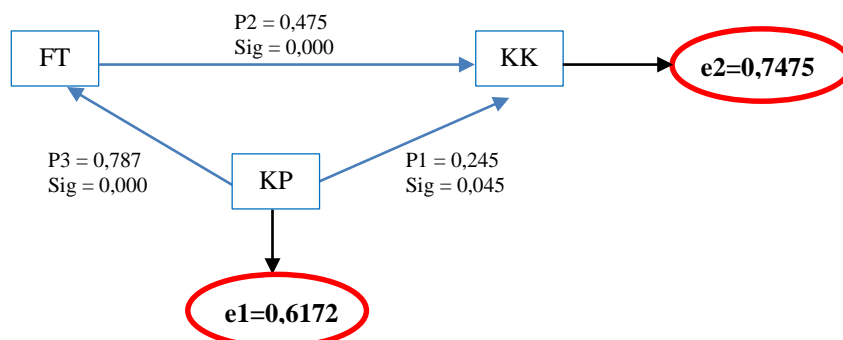
Source: Processed Data

### Data analysis technique

This study uses the method of path analysis (*path analysis*) to test the regression equation which involves several exogenous (independent) variables, intervening variables (can be influenced/influenced) and endogenous (bound) [29]. The exogenous (independent) variable in this study is store facilities (X) and the intervening variable is service quality (Z). As for the endogenous (bound) variable, namely consumer satisfaction (Y).

## 3. RESULTS AND DISCUSSION

This study uses the method of path analysis (*path analysis*). The results of data analysis in this study are shown in Figure 2. Where the coefficient values contained in Figure 2 show the direct and indirect effects of the research variables. With each more detailed description as follows.



**Figure 2.** Path Analysis Model

First, path analysis has a direct effect on service quality (KP) on consumer satisfaction (KK) with a path coefficient ( $p_1$ ) of 0.245, and a significance value (Sig.) of 0.000 or is significant. From this significant value it can be concluded that if the level of service quality is high then customer satisfaction is also high, and vice versa, if the service quality is low then customer satisfaction is also low.

**Table 3.** Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	std. Error	Betas			
1 (Constant)	4,214	2070			2036	.045
Facility	.353	.091	.476		3,886	.000
Service quality	.164	.081	.249		2032	.045
a. Dependent Variable: Consumer Satisfaction						

Source: Processed Data

Second, path analysis has a direct effect from store facilities (FT) on consumer satisfaction (KK) with a path coefficient ( $p_2$ ) of 0.476, and a significance value (Sig.) of 0.045 or is significant. From this significant value it can be concluded that if the level of store facilities is high then consumer satisfaction is also high, and vice versa, if store facilities are low then consumer satisfaction is also low.

**Table 4.** Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	std. Error	Betas			
1 (Constant)	7,181	2,556			2,810	.006
Facility	.888	.072	.787		12,296	.000
a. Dependent Variable: Service Quality						

Source: Processed Data

Third, the path of indirect influence from store facilities (FT) on customer satisfaction (KK) through service quality (KP) is  $p_1 (0.245) \times p_3 (0.787) = 0.192$ . Meanwhile, the direct effect of store facilities (FT) on consumer satisfaction (KK) is  $p_2 = 0.475$ . Thus, the value of the coefficient of indirect influence ( $0.192$ ) < the value of the coefficient of direct influence ( $0.475$ ). This comparison means that service quality (KP) is proven to have a role as a mediator.

**Table 5.** Model Summary

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.787a	.619	.615	3.60685

Source: Processed Data (2022)

The magnitude of the R Square value contained in the model summary table is 0.619. This indicates that the contribution of store facilities in mediating the quality of service is 61.9%, while the remaining 38.1% is a contribution from other variables not included in the study. Meanwhile for value  $e1 = \sqrt{1 - 0,619} = 0,6172$ .

### Effect of Service Quality on Employee Satisfaction

From the results of the study it can be stated that service quality has proven to have an effect on customer satisfaction. These results can be associated with providing maximum service by prioritizing customers and employee skills in dealing with consumers, so that it can increase customer satisfaction at the Muncul Jaya Brebes store. It is known based on the distribution of

respondents' answers about service quality related to good and maximum service, being able to answer questions from consumers is able to influence consumer satisfaction. Thus, it can be concluded that by improving the quality of service and applying values to employees in serving consumers, it can affect consumer satisfaction, which indirectly consumers can visit again.

### **Effect of Store Facilities on Employee Satisfaction**

From the results of the study it can be stated that store facilities have proven to have an effect on consumer satisfaction. These results can be attributed to providing convenient and safe store facilities, which consumers can enjoy and make it easier for consumers to find the product they want, making consumers feel satisfied in making purchases at the Muncul Jaya Brebes store. Paying attention to the desires or needs of consumers makes these consumers feel comfortable and happy in visiting supermarkets. By providing good facilities that can be enjoyed by consumers when making purchases. From the results of the questionnaire distributed to consumers regarding the facilities received a positive response, it can be concluded that providing good store facilities to consumers can affect consumer satisfaction in visiting the Muncul Jaya Brebes store.

### **Store Facilities Mediate the Effect of Service Quality on Consumer Satisfaction.**

Based on the results of data processing from respondents' answers obtained from distributed questionnaires, that store facilities indirectly through service quality have a significant influence on customer satisfaction. Thus it can be explained that providing good, safe and comfortable facilities to consumers can indirectly improve service quality, which can affect consumer satisfaction. It can be interpreted that improving the quality of service does not necessarily mean that it can be done by employees, but the facilities provided to consumers can also affect consumers.

## **4. CONCLUSION**

From the results of this study it is known that service quality has a significant effect on customer satisfaction, and store facilities have a significant effect on customer satisfaction and, indirectly, the results of the study prove that store facilities have an effect on customer satisfaction through service quality. Based on the conclusions above, the recommendations given are that it is necessary to improve in providing good service to consumers. Good service to consumers is in the form of skills and care in serving consumers and paying attention to the facilities that consumers can enjoy. Therefore, in making purchases at consumer supermarkets, it takes a lot of time to find products, because there are hundreds of product items lined up. Furthermore, convenient store conditions are needed, employee skills whenever consumers have difficulty finding products, and good mapping is needed to make it easier for consumers to find products.

The second recommendation is to conduct training for supermarket employees in handling questions from consumers. The training can be carried out to improve supermarket services because employees will interact directly with consumers. By providing training to these employees, they can increase their skills in dealing with consumers, so that they can improve the quality of service in the future. The third recommendation is intended for further research which is expected to consider several independent variables that have not been used in this study, with the aim of knowing other factors that can affect consumer satisfaction.

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