

## CUSTOMER SATISFACTION AT ALFAMART RAYA SUKODONO: A STUDY ON PRODUCT QUALITY AND SERVICE EXCELLENCE

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### Abstract

*This study aims to determine the service quality, customer loyalty, and price and product quality of Alfamart Raya Sukodono. This study used a qualitative approach with a descriptive research type. The data collection techniques used in this study were interviews and observations. The results of this study are Friendly and responsive service quality provided by Alfamart Raya Sukodono is an important factor in influencing customer loyalty. Good service creates customer trust and comfort, motivating them to remain loyal and shop again at Alfamart Raya Sukodono. High customer loyalty at Alfamart Raya Sukodono results from a combination of several factors such as friendly and responsive service, attractive loyalty programs, and promotional activities. involving customers. then also Alfamart Raya Sukodono managed to offer its customers affordable prices and good product quality. The emphasis on competitive prices and adequate quality attracts customers who are looking for the best value in their shopping experience. By providing quality products at competitive prices, Alfamart Raya Sukodono maintains customer satisfaction and strengthens long-term relationships with them.*

**Keywords :** *Customer Satisfaction; Product Quality; Service Excellence*

### INTRODUCTION

Indonesia is one of the countries with the largest population in the world. From 2019 to 2022, population growth increased by 1.38% annually (www.bps.go.id). In 2021, Indonesia's population reached ~355 million people (Bawono, 2021). This large population causes considerable economic activity because various needs and desires must be met. Residents have a variety of ways and behaviors to meet their needs (Dewi et al., 2022). With the development of the economy, the needs of the population are also increasing and diversifying. These needs also experience a shift from wants to needs that must be met.

One of the needs that has increased is the need for staples. According to data from [www.kompasiana.com](http://www.kompasiana.com), demand growth for essential commodities such as rice, cooking oil, sugar, and others increases significantly every month.

The data shows that the community's need for essential commodities is very high. This is influenced by high mobility in daily activities, where people have to move from one place to another, and consumptive behavior encouraging people to regularly meet their basic needs, as for one of the most famous providers of staple goods in Indonesia, namely supermarkets. Based on the results of Mwangi & Muturi, (2018), it is known that there are hundreds of thousands of supermarkets spread across Indonesia. Likewise, in the Sidoarjo area, which is one of the areas that have a population and a high UMR rate, so there should be many supermarkets from that area (Szahro & Purwanto, 2021). When talking about supermarkets, they are always associated with the quality of service, which is associated with customer satisfaction.

Customer satisfaction is a vital aspect of supermarkets providing staples. Within the scope of the retail industry, supermarkets have a central role in meeting the basic daily needs of customers. High customer satisfaction contributes to maintaining customer loyalty, positive recommendations, and business continuity. Supermarkets providing essential commodities that can provide customer satisfaction will create a positive experience in shopping (Abu-Rumman et al., 2021). Friendly, efficient, professional service and adequate product availability are critical factors in increasing customer satisfaction. Employees knowledgeable about products and able to provide appropriate assistance will assist customers in selecting products that suit their needs.

In addition, supermarkets must ensure the quality of the products sold, including fresh quality, and following food safety standards (Budiyanto, 2018). Good stock availability, competitive prices, and ease of payment processing are also factors that contribute to customer satisfaction (Ahrholdt et al., 2019). Responsiveness to customer complaints or input is also crucial in building harmonious relationships and improving service in the event of dissatisfaction. Supermarkets providing staple goods oriented towards customer satisfaction will continue to improve service quality through employee training and development, periodic stock monitoring, and technology that makes it easier for customers (Budiyanto, 2018). Through these efforts, supermarkets not only meet the basic needs of customers but also ensure that customers are satisfied with the services provided.

Good service quality at supermarkets providing staple goods also involves ease of payment, availability of clear information about the product, and responsiveness to customer complaints or questions (Aburayya, Marzouqi, et al., 2020). In the context of basic needs, customers expect adequate stock, guaranteed product quality, and competitive prices. In order to maintain and improve the quality of service, supermarkets providing staple goods often conduct employee training and development to improve their competency in serving customers (Chou & Chen, 2018). They also frequently check and monitor product availability, cleanliness, and the arrangement of goods on shelves. In some cases, supermarkets also implement a point system or loyalty program to reward customers who shop frequently.

Efforts to improve the quality of service at supermarkets providing staple goods are aimed at meeting customer needs and winning their trust and satisfaction. Through quality service, supermarkets can build long-term relationships with customers, increase customer satisfaction, and create positive word-of-mouth recommendations that are profitable for the company (Chou & Chen, 2018). Overall, the quality of service at supermarkets providing staple goods has an essential role in meeting the basic needs of society. By maintaining and improving the quality of service, supermarkets can become places trusted and chosen by customers as the first choice in meeting their daily needs.

Several previous studies have revealed the relationship between service quality, customer loyalty, price, and product quality with customer satisfaction in supermarkets that provide essential ingredients. Research conducted by Dang, (2021) found that good service quality, such as service speed, employee courtesy, and ease of transaction processing, significantly increased customer satisfaction. In addition, research conducted by Ahrholdt et al., (2019) shows that customer loyalty has a direct effect on customer satisfaction. Customers who have high loyalty to supermarkets tend to be more satisfied with the services provided and are more likely to make repeat purchases and recommend them to others.

Another study conducted by Aburayya, Alshurideh, et al., (2020) found that price and product quality also have an essential role in increasing customer satisfaction. Customers are satisfied if the product's price is in accordance with its quality. In addition, good product quality, such as being fresh, high quality, and meeting customer expectations, also contributes to higher satisfaction levels. Overall, these studies show that service quality, customer loyalty, price, and product quality significantly influence customer satisfaction at

supermarkets providing staples. Therefore, supermarkets must improve service quality, build customer loyalty, offer competitive prices, and maintain product quality to create high customer satisfaction.

One of the supermarkets known to have many customers is Alfamart Raya Sukodono. Alfamart Raya Sukodono has advantages that make it the customer's top choice for meeting staple food needs (Umur et al., 2022). First, Alfamart Raya Sukodono offers convenience and ease of shopping by providing friendly and efficient service. Well-trained employees are ready to provide the assistance and information that customers need to make the shopping process smoother and more enjoyable. In addition, Alfamart Raya Sukodono has a guaranteed stock, ensuring the availability of complete and fresh essential ingredients (Setyo, 2019). This assures customers they can quickly get the needed product without looking elsewhere. Product quality that is well maintained is also one of the advantages of Alfamart Raya Sukodono, giving confidence to customers that the products they buy have high safety and quality standards (Umur et al., 2022). Another advantage of Alfamart Raya Sukodono is the competitive price they offer.

Based on the explanations above, the researcher is interested in conducting further studies related to customer satisfaction with Alfamart Raya Sukodono to know about service quality, customer loyalty, and price and product quality of Alfamart Raya Sukodono.

## **METHODS**

This study used a qualitative approach with a descriptive research type. This study aims to investigate customer satisfaction at Alfamart Raya Sukodono. The research was conducted from 19 January 2023 to 26 January 2023. The research respondents consisted of five informants: one representative from HRD Alfamart is Muhammad Arsanul Auliya (MAA), two employees from Alfamart is Widya Aufa (WA) and Husnul Khotimah (HK), and three customers from Alfamart is Siti Maisarah (SM), Jumaiyatul Hifdziyah (JH) and Muhammad Iqbal (MI). Informants were randomly selected from customers encountered Monday through Sunday.

Data collection techniques used in this study were interviews and observation. Interviews were conducted with informants through structured and open-ended questions to gain insight and their perceptions of consumer satisfaction at Alfamart Raya Sukodono. In

addition, observations are made to gain a first-hand understanding of the customer's situation and experience in the store.

The data collection procedure begins with obtaining permission and cooperation from Alfamart Raya Sukodono. Furthermore, informants were randomly selected from customers who met on certain days. The researcher then explained the research objectives to the informants and scheduled the right time to conduct the interviews (Sugiyono, 2018). During the interview, the researcher recorded the informants' responses in detail.

Data analysis in this study involved the stages of organizing, coding and compiling findings. Data from interviews and observations were analyzed qualitatively by identifying themes and patterns from informants' responses. The results of this analysis are used to compile a research report that describes the findings and conclusions related to customer satisfaction at Alfamart Raya Sukodono.

## **RESULTS**

### **Service Quality Alfamart Raya Sukodono**

Service quality at Alfamart Raya Sukodono is one-factor influencing customer satisfaction. Customers give an upbeat assessment of the services provided by employees there. They noted that the employees were friendly, courteous, and always ready to help answer questions and provide directions when customers had trouble finding items. One aspect that stands out in service quality is responsiveness to customers. Employees at Alfamart Raya Sukodono can respond quickly and efficiently to customer needs and requests. This allows customers to experience a smoother and more comfortable shopping experience.

In addition, customers also appreciate the cleanliness and tidiness of the store. Alfamart Raya Sukodono maintains the cleanliness of the store area well, giving customers a pleasant and professional impression. A clean and orderly store also helps customers find goods more efficiently. Nonetheless, some aspects need improvement. Several customers expressed a desire to increase stock availability, especially during the holiday season or holidays. Customers hope that Alfamart Raya Sukodono can ensure that the goods needed by customers are always available properly.

The results of the interview regarding the quality of service for Alfamart Raya Sukodono, namely the first from Jumaiyatul Hifdziyah as a customer on Monday,

*I have often shopped at the Alfamart. Overall, I am satisfied with their service. The employees there are friendly and helpful. They are always ready to answer my questions and provide directions when I have trouble finding things (JH-1).*

Based on the statement submitted, the customer has purchased at Alfamart regularly and is satisfied with the service. Customers say that employees at Alfamart are friendly and helpful, always ready to answer questions and provide directions when customers have difficulty finding goods. This conclusion shows that the services provided by Alfamart have met customer expectations in terms of friendliness, availability of information, and assistance provided in the purchasing process, thereby contributing to ongoing customer satisfaction.

Furthermore, the results of interviews with customers with namely Siti Maisarah:

*I feel satisfied with their service. The employees there are friendly and polite. They helped me look for items and advised me if I had trouble choosing. I am also pleased with the cleanliness and tidiness of their store. I hope they can increase the stock, especially during the holidays. I have been there several times, but the items I need have run out, and I must wait for new stock to arrive. That can be a hassle (SM-1).*

Based on the statement submitted in the SM-1, the customer stated that he was satisfied with the service provided by Alfamart. The staff there are friendly, courteous, and helpful in sourcing items and providing advice when customers have difficulty choosing. Customers also like the cleanliness and tidiness of the store. However, customers also highlight the need to increase stock, especially during the holiday or holiday season, because customers often experience out-of-stock, which causes them to have to wait. Then from a customer name Muhammad Iqbal, the results of the interview were obtained in the form of the:

*In general, I am satisfied with their service. The employees there are friendly and responsive to my questions. I am also pleased with their speed in serving customers. I wish they have more special promo or discounts for loyal customers. I shop there a lot, and it would be great if there were extra perks for repeat customers (MI-1).*

Based on the statement in MI-1, the customer stated that, in general, he was satisfied with the services provided by Alfamart. The employees there are shown to be friendly, responsive, and able to answer questions well. Customers also appreciate the speed of service provided by employees. However, customers express hope for more special promos

or discounts for loyal customers. Customers regularly shop at Alfamart and will be happier if there are additional benefits as a reward for their loyalty. This conclusion shows that friendly, responsive, and fast service has met customer expectations.

Overall, the quality of service at Alfamart Raya Sukodono is considered reasonable by customers. Friendly, responsive, and helpful employees provide a positive shopping experience. The cleanliness and tidiness of the store also reflect the company's commitment to quality service. By remaining focused on increasing inventory, Alfamart Raya Sukodono can continue to improve customer satisfaction and strengthen its position as the top choice for shopping.

### **Customer Loyalty of Alfamart Raya Sukodono**

Customer Loyalty Theory is a conceptual framework used to understand and analyze the factors influencing customer loyalty to a brand, product, or company (Yulisetiari, 2016). This theory focuses on the company's efforts to build long-term customer relationships, create high loyalty, and keep customers loyal. Some critical factors studied in this theory include product or service quality, customer satisfaction, trust, effective communication, added value provided, and attractive loyalty and reward programs. Customer Loyalty Theory provides a helpful guide for companies in designing marketing strategies and managing effective customer relationships.

The observations made at Alfamart Raya Sukodono showed a high level of customer loyalty. First, it can be seen that the level of customer visits to this store is very high. Every day, this store is busy with the presence of customers who are actively making purchases. Especially during rush hours like morning and evening, the customer line looks quite long at the cashier. This shows that customers have strong trust and preference for Alfamart Raya Sukodono as a place for them to shop for their daily needs.

In addition, during the observation, the interactions between customers and store staff were cheerful and friendly. Store staff provide good service and help customers quickly and efficiently. They patiently answer customer questions and provide recommendations that suit their needs. The presence of professional and friendly staff is one of the factors that contribute to customer loyalty.

Furthermore, it was also found that customers often use Alfamart loyalty cards to get various benefits and special discounts. Some customers are seen actively collecting points through their transactions and exchanging them for the next gift or discount. This shows that the loyalty program offered by Alfamart Raya Sukodono has succeeded in attracting customers to remain loyal to shopping at this store.

Finally, based on the sales data analyzed during the observation, most customers make regular purchases at Alfamart Raya Sukodono. They tend to buy daily necessities such as food, drinks, hygiene products, and other small items. This shows that this store has consistently met customer needs so that customers feel comfortable and satisfied with the services provided.

The results of interviews regarding customer loyalty at Alfamart Raya Sukodono, namely Muhammad Arsanul Auliya:

*Customer loyalty at Alfamart Raya Sukodono is quite high. Many customers shop here regularly and know us as employees. They often share stories about their shopping experience at this store. I also see many customers who are happy with the loyalty program offered by Alfamart (MAA-1).*

The conclusion from the results of interviews about customer loyalty at Alfamart Raya Sukodono is that customer loyalty at the store is relatively high. Many customers shop regularly and are knowledgeable about store employees. They often share stories about their shopping experience at this store. In addition, it is also seen that many customers are satisfied with the loyalty program offered by Alfamart. This shows that the loyalty programs provided by Alfamart Raya Sukodono have succeeded in attracting customer interest and building customer loyalty to the store. Furthermore, regarding the main factors that drive customer loyalty at Alfamart Raya Sukodono. The answers you get are:

*The main factor driving customer loyalty here is friendly and responsive service. We always provide a pleasant shopping experience and help our customers with their needs. Discount programs and special promos for loyal customers also contribute to their loyalty (WA-1).*

The interview stated that the store staff always tries to provide a pleasant shopping experience and help customers with their needs. This shows that the positive interaction between store staff and customers is important in building loyalty. In addition, discount programs and special promos offered to loyal customers also contribute to maintaining customer loyalty. This program incentivizes customers to keep shopping at Alfamart Raya Sukodono, making them feel valued and get extra benefits as loyal customers. Then

regarding the procedures for Alfamart Raya Sukodono to encourage and maintain customer loyalty. The answers you get are:

*We focus on several strategies to encourage and maintain customer loyalty. First, our loyalty program provides exceptional benefits for loyal customers. We also continue to improve service quality and pay attention to customer feedback. In addition, we hold promotional activities and special events to engage customers and increase their bond with Alfamart (HK-1).*

Alfamart Raya Sukodono implemented several strategies to encourage and maintain customer loyalty. Loyalty programs that provide unique benefits to loyal customers, service quality improvement, attention to customer feedback, promotional activities, and special events are some steps taken to build strong relationships with customers. Thus, Alfamart Raya Sukodono managed to achieve a high level of customer loyalty through a comprehensive approach and focus on customer satisfaction.

Based on interviews with employees and HRD of Alfamart Raya Sukodono, it can be concluded that customer loyalty at Alfamart Raya Sukodono is relatively high. Factors that drive customer loyalty include friendly and responsive service, loyalty programs, and promotional activities that involve customers. In addition, efforts made by Alfamart to improve service quality and listen to customer feedback also contribute to high loyalty.

### **Price and Product Quality of Alfamart Raya Sukodono**

Observations regarding product prices and quality at Alfamart Raya Sukodono show that this store offers competitive prices for various products. During observation, the prices offered were in line with or even lower than the market prices. This provides added value to customers, making them feel satisfied with the value they get. In addition, Alfamart Raya Sukodono also offers a wide selection of products, including fresh food, hygiene products, and household goods. In this observation, the quality of the products in the store is adequate. Fresh products like fruits, vegetables, and meat look good and quality. Apart from that, the daily necessities are also up to a good standard. This good product quality gives confidence to customers that they are getting a reliable product. Overall, the observation results show that Alfamart Raya Sukodono managed to maintain a balance between competitive prices and adequate product quality, which are essential factors in building customer loyalty.

The results of interviews related to price and product quality at Alfamart Raya Sukodono. The answers you get are:

*Alfamart Raya Sukodono offers competitive prices for their products. We strive to provide affordable prices to our customers. Regarding product quality, we ensure that our products meet reasonable quality standards. We have a strict quality control process to ensure customer satisfaction (MI-2).*

*Product prices at Alfamart Raya Sukodono are affordable. The value I get is worth the price I pay. In particular, they often offer promos and discounts that make shopping more economical (SM-2).*

Alfamart Raya Sukodono managed to offer competitive and affordable prices for their products. They also maintain product quality with a strict monitoring process. This creates good value for customers, and the promos and discounts offered also increase customer satisfaction in shopping at these stores.

Furthermore, informants were asked how Alfamart Raya Sukodono ensured the quality of the products offered to customers. The answers you get are

*At Alfamart Raya Sukodono, we work closely with trusted and reputable suppliers to ensure the quality of our products. We carry out regular checks and tests on the products we receive. In addition, if a customer has a problem with a purchased product, we provide a return or exchange policy that ensures customer satisfaction (SM-2).*

*The product quality at Alfamart Raya Sukodono is quite good. I have purchased several products from here and am satisfied with the quality. Fresh goods such as fruit, vegetables, and meat always look fresh and of good quality (HK-2).*

The answers above show that Alfamart Raya Sukodono maintains the quality of its products by working with trusted suppliers and carrying out periodic checks. They also have a return or exchange policy that ensures customer satisfaction. This reflects their commitment to good product quality. Customer observations also show satisfaction with maintained product quality, especially for fresh products such as fruit, vegetables, and meat.

Then related to how customers keep shopping at Alfamart Raya Sukodono. The answers you get are:

*I like shopping at Alfamart Raya Sukodono because they offer affordable prices and quality products. I also feel comfortable with the service provided by their employees. They were friendly, polite, and ready to help if I had questions or concerns (JH-2).*

Based on interviews with employees and customers of Alfamart Raya Sukodono, it can be concluded that Alfamart Raya Sukodono offers competitive prices for their products, with efforts to provide affordable prices to customers. Employees also emphasized the importance of product quality and explained that Alfamart Raya Sukodono works with trusted suppliers and has a strict quality control process.

From customer interviews, product prices at Alfamart Raya Sukodono appear affordable and provide comparable value. They also appreciate the existence of promos and discounts that make shopping more economical. Customers are also satisfied with the product's quality, especially regarding fresh products such as fruit, vegetables, and meat.

In addition, customers also mentioned that they continue to shop at Alfamart Raya Sukodono because of the convenience of the services provided by employees. Employees are considered friendly, polite, and ready to help if any questions or problems arise.

Based on the interviews with employees and customers, it can be concluded that Alfamart Raya Sukodono offers affordable and quality products. Customers are satisfied with the services provided by employees. This shows Alfamart Raya Sukodono's commitment to providing a satisfying shopping experience to customers, both in terms of price and product quality.

## **DISCUSSION**

Based on interviews with employees and HRD of Alfamart Raya Sukodono, it was found that customer loyalty at Alfamart Raya Sukodono was relatively high. The main factors influencing this high loyalty are friendly and responsive service, the loyalty program provided, and promotional activities involving customers. Efforts made by Alfamart in improving service quality and listening to customer feedback also contribute significantly to high loyalty.

In addition to the findings from the interviews, the results of previous studies also support this conclusion. Previous research in the retail industry has shown that friendly and responsive service is an essential factor influencing customer loyalty. Customers return to stores or supermarkets that provide a pleasant shopping experience and satisfying service. Loyalty programs have also proven effective in building customer loyalty by providing exclusive incentives and benefits to customers who shop frequently.

In addition, affordable and quality product prices are also essential factors in maintaining customer loyalty. Previous research has shown that customers shop at places with competitive prices and quality products. Alfamart Raya Sukodono has successfully provided affordable prices and ensured good product quality, which is reflected in customer satisfaction with their shopping experience.

Overall, the results of interviews with employees and HRD of Alfamart Raya Sukodono and previous research confirm that customer loyalty at Alfamart Raya Sukodono is high. Factors such as friendly and responsive service, attractive loyalty programs, promotional activities that involve customers, affordable product prices, and good product quality play an important role in maintaining customer loyalty. Alfamart Raya Sukodono continuously strives to improve service and pays attention to customer feedback, which helps strengthen long-term relationships with its customers.

In addition to the abovementioned factors, several previous studies are also relevant to customer loyalty in the retail industry. For example, research conducted by Agag, (2019) found that customer trust in a brand or company is a critical factor in influencing customer loyalty. If customers feel that Alfamart Raya Sukodono is a brand that can be trusted and meet their needs well, they are likely to remain loyal and become loyal customers.

In addition, research by Chaney, (2019) shows that a positive customer experience also plays an essential role in building customer loyalty. Customers who feel happy, satisfied, and have a pleasant experience when shopping at Alfamart Raya Sukodono are more likely to become loyal customers. Therefore, the friendly, responsive, and efficient service provided by Alfamart Raya Sukodono employees is critical to creating a positive shopping experience for customers.

In addition to research, direct customer feedback provides valuable company information. By listening to customer complaints, suggestions, and needs, Alfamart Raya Sukodono can continue improving its services, identify areas where it can improve, and present relevant innovations. This helps maintain and strengthen customer loyalty and differentiates Alfamart Raya Sukodono from competitors in the market.

These results are also confirmed through friendly and responsive service, attractive loyalty programs, promotional activities involving customers, affordable product prices, good product quality, customer trust, positive shopping experiences, and efforts to listen to

customer feedback. Alfamart Raya Sukodono has succeeded in building and maintaining high customer loyalty in Sukodono.

## CONCLUSION

Based on the analysis and discussion results, namely service quality, customer loyalty, and price and product quality, it can be concluded that Alfamart Raya Sukodono has a successful approach to building long-term relationships with customers. First, the friendly and responsive service quality provided by Alfamart Raya Sukodono has become a critical factor in influencing customer loyalty. Through efforts to provide a pleasant and satisfying shopping experience, Alfamart Raya Sukodono has built strong relationships with customers. Good service creates trust and comforts customers, motivating them to remain loyal and shop again at Alfamart Raya Sukodono.

Second, high customer loyalty at Alfamart Raya Sukodono results from a combination of factors such as friendly and responsive service, an attractive loyalty program, and promotional activities involving customers. By providing exclusive incentives and benefits to loyal customers, Alfamart Raya Sukodono has built a strong emotional bond with its customers. In addition, the company's efforts to improve service quality and listen to customer feedback also contribute to high levels of loyalty.

Third, Alfamart Raya Sukodono has successfully offered its customers affordable prices and good product quality. The emphasis on competitive prices and adequate quality attracts customers looking for the best value in their shopping experience. By providing quality products at competitive prices, Alfamart Raya Sukodono maintains customer satisfaction and strengthens long-term relationships with them.

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