



The Effect of Promotion and Service Quality to Customer Satisfaction Lulu Hypermarket Branch Cakung

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ABSTRACT

The purpose of this research is to determine the effect of promotion and service quality on satisfaction customers at Lulu Hypermarket Cakung Branch both partially and simultaneously. The method used is a quantitative method. The sampling technique used was random sampling with a sample of 96 respondents. Data analysis uses validity tests, reliability tests, classical assumption tests, normality tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis testing and coefficient of determination. Promotion has a significant effect on customer satisfaction with both variables having a moderate level of relationship with a coefficient of determination of 707%. Hypothesis testing obtained $t_{count} > t_{table}$ or $(3.579 > 0.263)$. Thus, H_0 is rejected and H_{a1} is accepted, meaning that there is a significant influence between promotion and customer satisfaction. Service quality has a significant effect on customer satisfaction, meaning that the two variables have a strong level of relationship with a coefficient of determination of 707%. Hypothesis testing obtained $t_{count} > t_{table}$ or $(5.109 > 0.263)$. Thus, H_0 is rejected and H_{a2} is accepted, meaning that there is a significant influence between service quality and customer satisfaction. Service quality and promotion have a significant effect on customer satisfaction with the regression equation $Y = 4.183 + 0.435 X_1$. This means that the independent variable and the dependent variable have a strong level of relationship with a coefficient of determination of 707%. Hypothesis testing of the promotion variable obtained a value of $T_{count} > T_{table}$ or $(3.579 > 0.263)$. Thus, H_0 was rejected and H_a was accepted, meaning that there was a significant simultaneous influence between promotion on customer satisfaction at Lulu Hypermarket. Hypothesis testing of the service quality variable obtained a value of $T_{count} > T_{table}$ or $(5.109 > 0.263)$. Thus, H_0 was rejected and H_a was accepted, meaning that there was a significant simultaneous influence between service quality on customer satisfaction at Lulu Hypermarket.

Keywords: Promotion, Service Quality, Customer Satisfaction

RESEARCH BACKGROUND

The rapid development of shopping center development in Indonesia, where the conditions of competition in the business world require every entrepreneur to be able to compete and survive against their competitors. The increasingly fierce competition, especially for the retail business, where many manufacturers are involved in the needs and desires of consumers, causes every retail company to continuously develop its business in order to win the competition and be able to sit its competitors in the future. (2021). Various efforts have been made by the management of Lulu Hypermarket Cakung to win the hearts of consumers. These methods include providing promotions, whether it is discounts or discounts every month (I made agus Indrawan, 2019).

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The factor that affects customer satisfaction is promotion, because with the promotion, customers will be interested in buying again to the store they have visited, in complaints about promotions at lulu hypermarket seen from the price that seems expensive and not in accordance with the quality of the products offered. In addition to promotions, what affects customer satisfaction is the quality of service, if the quality of service of a store can be said to be good, then surely customers will buy again and give recommendations to others to buy in the same place, but on the other hand, if customers are dissatisfied, then customers will judge the store negatively and adversely affect the progress of the store. Customer complaints about the service facilities provided by Lulu Hypermarket Cakung are inadequate parking areas, toilets that are limited in number and in unclean conditions, and employees who are perceived to be less friendly in serving customers (Alfajar et al., 2021)

Research Limitation

From the description of the background and identity of the problem above, the research can be limited to the variables of Promotion (X1), Service Quality (X2) and Customer Satisfaction (Y) at Lulu Hypermarket Cakung.

Problems Identification

Based on the background that has been explained above, there is a formulation of the problem that will be discussed in this study, namely:

1. Does the Promotion have a positive effect on customer satisfaction at Lulu Hypermarket Cakung branch?
2. Does Service Quality have a positive effect on customer satisfaction at Lulu Hypermarket Cakung branch?

Research Objectives

Based on the formulation of the problem, the objectives to be achieved in this study are:

1. To find out if promotions have a positive effect on customer satisfaction at Lulu Hypermarket Cakung.
2. To find out whether the quality of service has a positive effect on customer satisfaction at Lulu Hypermarket Cakung.

From the previous research data taken by the author as a reference, on average using quantitative research methods, while the similarity with the author's research is using quantitative research methods, the author concludes that promotion and service quality are important factors in the retail world because promotion and service quality together have a positive effect on employee performance.

LITERATURE REVIEW

Customer Satisfaction

Satisfaction is a positive feeling or a state of satisfaction that a person feels after achieving or obtaining something desired or expected. It can refer to satisfaction in various contexts, such as satisfaction in interpersonal relationships, satisfaction in work, or consumer satisfaction with a product or service. In the context of consumers, satisfaction is often measured as the level of customer satisfaction with the product or service they use, which can affect customer loyalty and brand reputation. Customer satisfaction is a feeling of happiness or disappointment from customers after juxtaposing what customers receive with what they expect, according to Priansa (in Basukiyatno, Faridah, 2020).



Consumer satisfaction is the feeling of pleasure or disappointment that a person gets from comparing the performance or results of the perceived product and his expectations, according to Kotler (Gandhy & Safrianto, 2020). Consumer satisfaction is a situation indicated by consumers when they realize that their needs and desires are in accordance with expectations and are well met, according to Tjiptono (Hasibuan Ririn Marisca et al., 2021). Based on the definition above, it can be concluded that customer satisfaction is the level of customer feelings towards the products that have been sold by the company.

Promotion

Promotion is a company activity that is carried out in order to introduce products to consumers, so that with these activities consumers are interested in making purchases. Promotion is a marketing activity that seeks to disseminate information, influence/persuade, and remind the target market of the company and its products to be available to receive, buy products offered by the company concerned, with promotions carried out by the company as an information delivery activity, customers will get the latest information from the company whose products or services are used.

The better the level of the company's promotional ability, the better and higher the customer level, but on the contrary, if the lower the ability to make efforts in doing food promotion, the lower the customer level. Promotion is an activity that affects consumer perceptions, attitudes and behaviors towards a retail store with all its offers, according to Utami (Arianto & Kurniawan, 2021).

Promotion is an expression in a broad sense about the activities that are effectively carried out by companies (sellers) to encourage consumers to buy the products or services offered, according to Sukirno (in Stefani & Cilvanus, 2020). Promotion is an activity carried out by companies to communicate the benefits of products and as a tool to influence consumers in purchasing or using services according to needs, according to Rambat Lupiyoadi (in Milano et al., 2021). Based on the definition, it can be concluded that promotion is communication from marketers to inform, persuade or deliver statements to convince potential buyers to encourage the products offered.

Service Quality

Service quality is a dynamic condition that affects products, services, people, processes, and the environment that exceed expectations. The quality of service or service, namely consumers will feel satisfied if they get good service or in accordance with expectations, according to Firmansyah (Sukmanawati & Purwati, 2022). Service quality is a dynamic condition that affects products, services, people, processes, and the environment that exceed expectations, according to Wykscop quoted by Fandy Tjiptono (Augustin, 2022).

Service quality is a measure of how well the level of service provided is able to meet customer expectations, according to Tjiptono (Syahfitri & Kusnanto, 2021). Based on the description of several theories about service quality above, the author summarizes that service quality is an expectation given to customers for service in the form of responsiveness, reliability and communication aspects.

RESEARCH METHODOLOGY

The research method used is a descriptive method with a quantitative approach. According to Sugiyono (Asri & Julisman, 2022), the descriptive method is research that is carried out to describe independent variables, either on only one or more variables (independent variables)



without making comparisons and looking for that variable with other variables. This descriptive method involves collecting data to test hypotheses by answering questions about people's opinions on an issue or topic. Quantitative research is an approach in scientific research that uses data in the form of numbers or numerical values to measure and analyze the phenomenon or variable being studied.

This method focuses on collecting quantitative data that can be measured objectively and analyzed using statistical or mathematical techniques. Quantitative research often involves a structured research design, in which data is collected through instruments such as questionnaires, surveys, or experiments, and then analyzed systematically to draw conclusions or make generalizations about the broader population. With quantitative methods, significant relationships between variables will be obtained.

Population

According to Sugiyono (Eka Putra, 2021) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions drawn. The population in this study is all customers who visited Lulu Hypermarket Cakung Branch, for the period from July 2023 to December 2023, where the total population amounted to 2,673 people.

Sample

According to Sugiyono (Imron, 2019), samples are part of the characteristics determined through the population. In this study, the author uses a nonprobability sampling technique with an incidental sampling method to determine the researcher's sample. According to (Sugiyono, 2020) non-probability sampling is a sampling technique that does not provide the same opportunity/opportunity for each element or part of the population to be selected as a sample.

In this study, the population is 2,673 people, so it is impossible to study everything in that population, so the author averages the total number of people in the last six periods, which is 445 people on average. Because it is still considered large, the author shrinks it again by using the slovin formula. This study uses a margin of error of 10%, because it has enough samples needed. So the sample to be searched is: $n = \frac{2,673}{1 + 2,673(0.01)^2} = 96.3$ rounded to 96.

Sampling Techniques

The sample technique in this study uses a non-probability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The nonprobability sampling method used is accidental sampling, which is a technique for determining samples based on chance, anyone who incidentally meets the researcher can be used as a sample, if it is seen by the person who happens to meet it is suitable as a source of data, according to Sugiyono (Jasmalinda, 2021).

Research Instrument

According to (Sugiyono, 2013) a research instrument is a tool used to measure observed natural and social phenomena. The research instrument is used as a variable measurement tool to be studied. Thus the number of instruments to be used for research will depend on the number of variables studied. The instrument used in this study is in the form of a questionnaire containing



questions about the influence of promotion and service quality on customer satisfaction at Lulu Hypermarket Cakung. The data sources used in this study are:

1. Data

Data collection can be done by means of direct interviews, communication by telephone, or indirect communication such as letters, e-mails, and others. (Sugiyono, 2020) Primary data collected and processed by the researcher himself to support the research. In this study, the researcher distributed a questionnaire that will be distributed online in the form of a google form to 96 respondents to Lulu Hypermarket customers and the output results are assisted by the SPSS version 26 application.

2. Questionnaire

Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires are an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what to expect from the respondents. In addition, questionnaires are also suitable for use when the number of respondents is large enough and spread over a large area. The questionnaire can be in the form of closed or open statement questions, can be given to respondents directly or sent by post, or the internet (Sugiyono, 2020).

3. Data Analysis Techniques

The data processing technique is used through the SPSS (Statistical Product and Service Solution) application program. The SPSS program is a statistical computer program where this program can process statistical data quickly and accurately. With the results issued variously, according to the wishes and needs of the decision makers. Data analysis is the act of investigating an event based on real data to find out the actual situation to solve existing problems and draw valid and scientific conclusions. Starting from analyzing the data first properly and correctly, only then conclusions can be drawn. This study uses a quantitative method with a descriptive approach, namely data analysis conducted using Instrument Test, Validity Test and Reliability Test, Classical Assumption Test, Normality Test, Multicollinearity and Heteroscedasticity Test, Regression Analysis, Multiple Linear, T Test (Partial Test), F Test (Simultaneous Test) and Coefficient of Determination (R^2).

RESULTS AND DISCUSSIONS

Based on the results of SPSS version 26 data processing, this study states that Promotion and Service Quality have a relationship with customer satisfaction. This can be proven by the results of data processing that show the correlation between the Promotion and Service Quality variables to the Customer Satisfaction variable with a significance value of 0.000 so that it means that the two variables have a significant relationship or attachment. This has proven that the hypothesis H_{a1} and H_{a2} are accepted, so that there is a relationship between Promotion and Service Quality on Customer Satisfaction at Lulu Hypermarket Cakung Branch.

Multiple Linear Regression Analysis Result

Essentially, multiple linear regression analysis is the study of the dependence of related variables on one or more independent variables. The purpose is to estimate or predict the average value of the dependent variable based on the independent value (X) against the variable in the dependent variable (Y). Multiple linear regression analysis is used to test the correctness of the hypothesis and can be calculated through the SPSS program, with result summarized below:



1. 0.435 (X1) is the value of the regression coefficient of the variable X1 to Y, meaning that if the variable X1 experiences an increase of 1 % of the unit, customer satisfaction will increase by 0.435 or 435 %, Every increase in Promotion increases, will be accompanied by an increase in customer satisfaction
2. 0.288 (X2) is the value of the regression coefficient of the variable X2 to Y, meaning that if the variable X2 experiences an increase of 1% unit, customer satisfaction will increase by 0.288 or 288%, every increase in service quality will be accompanied by an increase in customer satisfaction

T-Test Result (Partial Test)

Based on the consequence test table, the t-test on the description of the Promotion shows that the Celebrity sig value is 0.001 and the Service Quality shows the Celebrity sig value of 0.000 and the calculation of t table with $t_{table} = (a/2 : n - k - 1)$ then t table the appropriation value is 0.263. Therefore, it can be argued that the reward for the importance of promotion is $0.001 < 0.05$ and the t specified for promotional incentives is $3.579 > 0.263$ t value of the table. This implies that the promotional picture can influence customer choices.

For the quality of service, the significance value is $0.000 < 0.05$ and the table value is $5.109 > 0.263$. So in conclusion, promotion and service quality have a significant effect on customer satisfaction In the table above, it is explained that the results of the partial test on each independent variable are promotion and service quality can be analyzed as follows:

1. In the discount variable, there is a sig value of $0.001 < 0.05$ and a calculated t value of $3.579 > t_{table} 0.263$. Based on these calculations, it can be concluded that H_01 is rejected and H_{a1} is accepted. So that the promotion variable partially affects customer satisfaction.
2. In the service quality variable, there is a sig value of $0.000 < 0.05$ and a calculated t value of $5.109 > t_{table} 0.263$. Based on these calculations, it can be concluded that H_02 is rejected and H_{a2} is accepted. So that the quality of service partially has a positive influence on customer satisfaction.

Determination Coefficient Test Result (R2)

From the consequences of the guarantee coefficient (R2) test conducted in the table, it is known that the influence of the guarantee coefficient test is influenced by the R Square of 0.707 or 70.7% of the free factor (X). An overview of promotions and service quality can understand the dependency variable (Y) of customer choice.

Hypothesis Test Results

1. Promotion (X1) Towards Customer Satisfaction (Y)

The results of this study show that the Promotion variable has a significant effect on customer satisfaction using Lulu Hypermarket customers. This is evidenced by the t test where the promotion variable has a calculated t value of 3.579 which is greater than the t table of 0.263. In addition, it also has a sig value of 0.001 where it is less than 0.05 which means that H_01 is rejected and H_{a1} is accepted.

2. Service Quality (X2) Towards Customer Satisfaction (Y)

The results of this study show that the variable of service quality partially affects customer satisfaction. This is evidenced by the t test where the service quality variable has a calculated t value of 5.109 which is greater than the table t of 0.263, in addition to that it



also has a significance value of 0.000 which is smaller than 0.5 which means that Ho2 is rejected and Ha2 is accepted.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The conclusion in this study is to answer the formulation of the problem raised, namely knowing the influence of promotion and service quality on customer satisfaction of Lulu Hypermarket Cakung branch, then it can be concluded:

1. Promotion has a positive influence on customer satisfaction and is significant on customer satisfaction in Lulu Hypermarket, as evidenced by the acquisition of multiple linear regression analysis of 0.435 or 435% and the results of the partial hypothesis test (T test) with a Tcal value of $3.579 >$ the Ttable value of 0.263 with a significant value of $0.001 < 0.05$.
2. Service Quality has a positive and significant effect on customer satisfaction at Lulu Hypermarket, and is evidenced by the acquisition of multiple linear analysis of 0.288 or 288% and the results of the partial hypothesis test (T test) with a Tcount value of $5.109 >$ Ttable value of 0.263 with a significant value of $0.000 < 0.05$.
3. Based on the results of data management from this study, it can be explained that the T value of the promotion variable of 3.579 is greater than the T table 0.263 and the value of the sig is 0.001 and the service quality variable 5.109 is greater than the T table 0.263, then there is, so the independent variable partially affects the dependent variable.

Suggestions

Based on the results of the research, discussion and conclusions that have been carried out, the suggestions that the researcher can provide are as follows:

1. For Lulu Hypermarket
Lulu Hypermarket must further increase its promotion on social media or print media, not only on certain days, but every day. In addition, the quality of service must maintain customer trust so that customers feel satisfied and buy again to Lulu Hypermarket. Because some customers choose to compare the place with other retailers before buying goods, it is hoped that Lulu Hypermarket can provide detailed product information clearly, both in terms of materials, quality, shape and so on. Then the last of the promotional provisions is expected to be given to consumers in the future, especially consumers who are active shopping at Lulu Hypermarket.
2. For researchers
Researchers realize that in carrying out research there are many shortcomings and limitations. Be it the limitations of the region, the limitation of time and the limitation of the number of respondents who are still lacking. Therefore, for future researchers, it is hoped that they can have time flexibility and look for respondents with a wider range. In addition, it is also hoped that it can add variables that can affect customer satisfaction factors to be better and can also make comparisons with this research.



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