



## **The Effect of Excellence Service and Promotion on Customer Satisfaction in Customer Trust Mediated by Customer Trust Empirical Study at Erafone Bosih Raya Retail Store**

**Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>, Gladecia Naomi Angelica<sup>3</sup>, Wahyu Umbar Pratama<sup>4</sup>, Siti Ismayanti<sup>5</sup>**

**Faculty Economy & Business Universitas Pelita Bangsa Bekasi<sup>1-5</sup>**

[henrynababan98@gmail.com](mailto:henrynababan98@gmail.com)<sup>1</sup>

### **ABSTRACT**

This study aims to examine the impact of service excellence and promotion on customer satisfaction with customer trust as a mediator at Erafone Bosih Raya Retail Store. In the rapidly growing digital era, retail stores face intense competition and the need to continuously innovate in service and promotion to meet customer expectations. This research uses a quantitative approach with a survey method, where data is collected from 384 respondents who are customers of Erafone Bosih Raya. The results show that service excellence, promotion, and customer trust significantly influence customer satisfaction. Both service excellence and promotion are proven to enhance customer satisfaction both directly and through customer trust as a mediating variable. This study provides implications for retail companies to continue optimizing service quality and promotions to strengthen customer trust and loyalty, ultimately increasing their satisfaction.

**Keywords:** Service Excellence, Promotion, Customer Satisfaction, Customer Trust

### **BACKGROUND**

The development of the retail business world in the current digitalization era is increasing and competition is also getting more intense, retail stores in various sectors are required to provide superior services and implement effective promotional strategies to attract and retain consumers. Technological developments have changed consumer behavior patterns, as a result, consumers have become increasingly critical and careful so that they become unstable in making purchases of the products they want to need. In this situation, it encourages each business actor to be smarter and more innovative in order to remain competitive and survive. The implementation of service excellence, for example, has been shown to be able to significantly increase customer satisfaction levels, as evidenced by a study in the banking sector that observed a positive relationship between service excellence and customer satisfaction (Akmalia et al., 2022).

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Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
Gladecia Naomi Angelica<sup>3</sup>, Wahyu Umbar Pratama<sup>4</sup>, Siti Ismayanti<sup>5</sup>

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Likewise, research on online transportation services shows that excellent service contributes to increased user satisfaction (Siregar et al., 2020). On the other hand, a planned and targeted promotional strategy also has an important role in influencing consumer loyalty and purchasing decisions, as revealed in a study on the impact of promotion on customer loyalty on digital platforms (Insani & Madiawati, 2020). Overall, the dynamics of competition in the digital era encourage retail businesses to continue to innovate in terms of service quality and promotions in order to meet increasingly high consumer expectations and maintain competitive advantage in the market.

**Table 1. Comparison Result Brand Retail Handphone**

Store	2021	2022	2023	2024
Erafone	53.00	57.00	57.30	64.90
Global Teleshop	12.50	13.20	9.40	6.10
Oke Shop	11.40	12.90	10.70	11.10
Sentra Ponsel	15.10	10.70	11.90	9.00

In the mobile phone retail industry, competition between official outlets is getting tighter. Based on Top Brand Award data, Erafone dominates the official mobile phone outlet category with an index that continues to increase from 2021 to 2024. This dominance indicates that the service and promotion strategies implemented by Erafone have a significant impact on customer loyalty. In the electronics retail sector, especially at the Erafone Bosih Raya Retail Store, the challenges faced are increasingly complex along with technological advances and increasing market competition. Consumers now expect not only quality products, but also fast, responsive, and personal after-sales service. In addition to the challenges in providing excellent service, innovative promotional strategies are also key to attracting consumer attention and differentiating the company from competitors. On the other hand, customer trust is an important element that connects service quality and customer satisfaction. Although various efforts have been made to improve service quality, there are still obstacles in building consistent trust among consumers, which ultimately affects their loyalty (Supertini et al., 2020)

In this study, understanding how excellent service and promotion affect customer satisfaction through customer trust is interesting to study further. Given the increasingly tight competition in the gadget retail industry, building customer trust can be an effective strategy to maintain customer loyalty and increase their satisfaction with the services provided. Based on the existing literature review, several studies have revealed that service excellence and promotion have a positive influence on customer satisfaction (Akmalia et al., 2022; Ani et al., 2021; Insani & Madiawati, 2020; Siregar et al., 2020) However, previous studies have only been conducted in the banking, online transportation, or e-commerce sectors, so the application and problems of these variables in the smartphone retail store business, especially at the Erafone Bosih Raya Retail Store, have not received much attention.

In addition, the role of customer trust as a mediating variable that is thought to strengthen the influence of service excellence and promotion on customer satisfaction has not been widely studied in the smartphone retail industry. Previous studies have shown that customer trust has an important contribution in increasing loyalty (Hafidz & Muslimah, 2023; Supertini et al., 2020). However, the implementation of this model in smartphone retail stores is still rarely the focus of study. Thus, there is a research gap in terms of the application and integration of service excellence, promotion, and customer trust variables in increasing customer satisfaction in the smartphone retail sector and also the mediating role of customer

Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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trust that strengthens the relationship between service excellence, promotion, and customer satisfaction, especially at Erafone Bosih Raya Retail Store. By examining these four variables, it is hoped that this study can provide benefits for the development of more effective marketing strategies in the smartphone retail sector, as well as help smartphone retail business owners in building customer trust and satisfaction in a sustainable manner.

## LITERATURE REVIEW

### Excellent Service

According to (Maulyan et al., 2022) the term excellent service comes from the translation of excellent service, which literally means very good or best service. It is called the best service because it meets the service quality standards that have been set by the service provider institution or agency. Excellent service is a form of maximum service provided by the company to meet the expectations and needs of customers, both internal customers (within the company environment) and external (outside the company).

Meanwhile, (Maulyan et al., 2022) explain that in everyday English use, the term excellent service is more appropriately referred to as excellent service than premium service. The term excellent service refers to the quality of service that is very good and superior in quality. (Maulyan et al., 2022). According to the excellent service indicators according to (Akmalia et al., 2022), there are five indicators used to assess excellent service, namely: Tangible (physical evidence), Empathy (empathy towards customers), Responsiveness (fast response in providing services), Reliability (reliability in running services), and Assurance (assurance of the quality and safety of the services provided).

### Promotion

According to Lupiyoadi in Hilaliatun & Guruh (2023), promotional activities consist of several important devices or elements. These devices include advertising activities, individual sales (personal selling), sales promotion (sales promotion), public relations activities (public relations), word of mouth, direct marketing (direct selling), and publications related to marketing (marketing publication). According to Kotler in Hilaliatun & Guruh (2023), the indicators used to assess the effectiveness of promotion include five main elements, namely: advertising, sales promotion, public relations and publicity, personal selling, and direct marketing.

### Customer Satisfaction

According to Fandy Tjiptono in Putra (2021), the term "satisfaction" comes from Latin, namely "satis" which means enough or adequate, and "facio" which means to do or make. In simple terms, satisfaction can be understood as a condition in which needs or expectations are met properly. According to Danang Sunyoto in Putra (2021), consumer satisfaction is one of the important factors that influences consumer decisions to shop at a place. When consumers are satisfied with a product, they tend to make repeat purchases, continue to use it, and even recommend it to others based on the positive experiences they have had. According to Edwin Setyo in Putra (2021), there are several indicators that can be used to assess the level of customer satisfaction, namely: fulfillment of consumer expectations, a tendency to recommend to others, perceived service quality, loyalty to the product or brand, and a strategic location.

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Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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## Customer Trust

According to Morman and colleagues, as quoted by (Christian Wikanta & Prof. Dr. Hatane Samuel, 2018) trust can be interpreted as a person's willingness to rely on hopes or actions to another party who is considered trustworthy. In the context of consumers, if they have trust in a company, they tend to make repeat purchases and are willing to share valuable personal information with the company. Meanwhile, McKnight and colleagues in (Resika et al., 2019) stated that customer trust can be measured through two main indicators, namely trusting belief (belief in the integrity, competence, and good intentions of the trusted party) and trusting intention (intention or desire to trust and depend on the party in the future).

## RESEARCH METHODOLOGY

This study uses a quantitative approach with a survey method to examine the effect of discount promotions and brand awareness on purchasing decisions, with purchase intention as a mediating variable. The population in this study were consumers who live in Bekasi and have purchased products at Erafone Bosih Raya Cibitung, the number of which is unknown. Because the population in this study is not known for certain, the determination of the number of samples was carried out using the Lemeshow formula which is commonly used in survey-based quantitative research. This formula considers a 95% confidence level ( $Z = 1.96$ ), a population estimate proportion of 0.5 ( $p = 0.5$ ), and a margin of error of 5% ( $d = 0.05$ ). Based on these calculations, the minimum number of samples was 384 respondents, obtained using the accidental sampling technique. This technique was chosen based on coincidence, where anyone who accidentally meets the researcher and is considered relevant as a data source can be used as a respondent (Siswadh, 2016).

The research instrument used was a questionnaire with a Likert scale of 1–5, which was used to measure the variables of discount promotion (X1), brand awareness (X2), purchase interest (Z), and purchase decision (Y). The data collection methods applied included observation, literature study, and online questionnaire distribution via Google Form. In this study, hypothesis testing and data analysis were carried out with the help of SmartPLS software version 3.0. SmartPLS is a data analysis tool that uses bootstrapping techniques, so it does not require normality assumptions in data processing. In addition, SmartPLS also does not require a minimum number of samples in the study. The analysis process using SmartPLS is carried out in three main stages, namely: outer model analysis, inner model analysis, and hypothesis testing.

## RESULTS AND DISCUSSION

### Validity and Reliability Testing

The validity and reliability testing in this study was conducted using the Smart PLS version 3.0 application. The validity test is intended to assess the extent to which the statements in the questionnaire are valid, while the reliability test aims to measure the consistency or reliability of each variable in the research instrument. The results of both tests are presented in the following table:

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Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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**Table 2. Outer Loading (SmartPLS 3.0)**

Outer Loading			Cronbach's Alfa		
Indicator	Coefficient	Result	Variable	Coefficient	Result
PP1	0.709	VALID	Excellence Service (X1)	0.858	Reliable
PP2	0.712	VALID			
PP3	0.689	VALID			
PP4	0.82	VALID			
PP5	0.765	VALID			
PP6	0.723	VALID			
P1	0.805	VALID	Promotion (X2)	0.834	Reliable
P2	0.834	VALID			
P3	0.84	VALID			
P4	0.636	VALID			
P5	0.718	VALID			
P6	0.690	VALID			
KPC1	0.766	VALID	Customer Trust (Z)	0.884	Reliable
KPC2	0.693	VALID			
KPC3	0.725	VALID			
KPC4	0.796	VALID			
KPC5	0.838	VALID			
KPC6	0.673	VALID			
KPC7	0.761	VALID			
KPC8	0.727	VALID			
Outer Loading			Cronbach's Alpha		
Indicator	Coefficient	Result	Variable	Coefficient	Result
KPS1	0.631	VALID	Customer Satisfaction (Y)	0.888	Reliable
KPS2	0.855	VALID			
KPS3	0.851	VALID			
KPS4	0.873	VALID			
KPS5	0.791	VALID			
KPS6	0.76	VALID			

Based on the results shown in Table 2 above, it can be seen that all indicators have an outer loading value  $> 0.5$ , which indicates that all indicators are valid. In addition, the Cronbach's Alpha value for each variable is greater than 0.6, indicating that all constructs have a high level of reliability.

Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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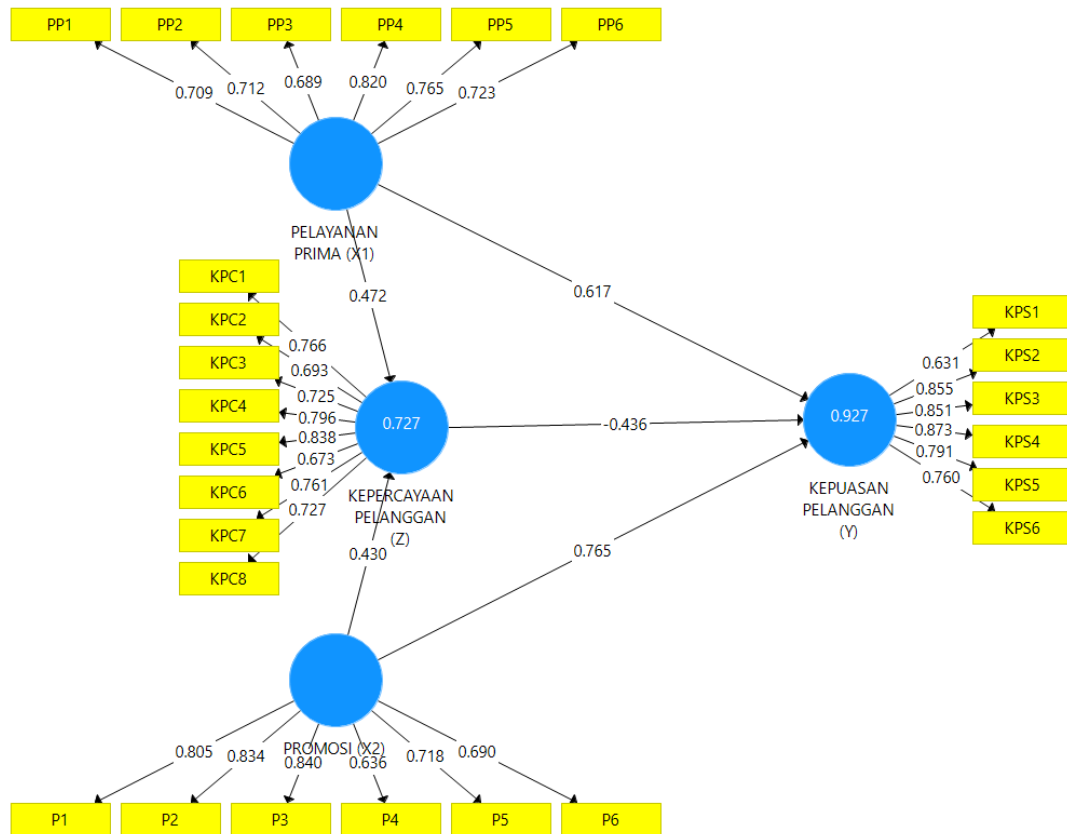


Diagram 2. Output Outer Loadings

### Hypothesis Test Results

Hypothesis testing was conducted using the bootstrapping method to obtain the coefficient value of the path relationship in the research model and to identify the causal relationship in the model. The results of this hypothesis testing can be seen in the following table.

Table 3. Path Coefficient (SmartPLS 3.0)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Excellent Service -> Customer Satisfaction	0.617	0.616	0.033	18.671	0
Promotion-> Customer Satisfaction	0.765	0.766	0.026	29.242	0
Customer Trust -> Customer Satisfaction	-0.436	-0.437	0.03	14.357	0

Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Excellent Service -> Customer Trust	0.472	0.47	0.049	9.593	0
Pomotioni -> Customer Satisfaction	0.430	0.433	0.052	8.191	0
Excellent Service -> Customer Trust -> Customer Satisfaction	-0.206	-0.206	0.028	7.286	0
Promotion-> Customer Trust -> Customer Satisfaction	-0.187	-0.189	0.024	7.742	0

The results of this study indicate that the Excellent Service variable (X1) has a significant effect on Customer Satisfaction (Y) in consumers of the Erafone Bosih Raya Retail Store with a t-statistic value of 18.671 ( $18.671 > 1.96$ ), so the hypothesis test 1 states that  $H_0$  is rejected and  $H_a$  is accepted. This study is in line with the findings of (Handini Khaerunnisa, 2020), which shows that excellent service has a significant effect on customer satisfaction.

The results of this study indicate that the Promotion variable (X2) has a significant effect on Customer Satisfaction (Y) in consumers of the Erafone Bosih Raya Retail Store with a t-statistic value of 29.242 ( $29.242 > 1.96$ ), so the hypothesis test 2 states that  $H_0$  is rejected and  $H_a$  is accepted. This study supports the findings of (Aryani et al., 2023), which states that promotion significantly affects customer satisfaction.

The results of this study indicate that the Customer Trust (Z) variable has a significant effect on Customer Satisfaction (Y) in consumers of the Erafone Bosih Raya Retail Store with a t-statistic value of 14.357 ( $14.357 > 1.96$ ), then the hypothesis test 3 states that  $H_0$  is rejected and  $H_a$  is accepted. As explained by (Gultom et al., 2020), customer trust has a major effect on customer satisfaction in making purchases.

The results of this study indicate that the Excellent Service (X1) variable has a significant effect on Customer Trust (Z) in consumers of the Erafone Bosih Raya Retail Store with a t-statistic value of 9.593 ( $9.593 > 1.96$ ), then the hypothesis test 4 states that  $H_0$  is rejected and  $H_a$  is accepted. The findings of this study are in line with the results found by (Nurul Husnah, 2023), which shows that excellent service has a significant effect on customer trust.

The results of this study indicate that the Promotion variable (X2) has a significant effect on Customer Trust (Z) in consumers of Erafone Bosih Raya Retail Store with a t-statistic value of 8.191 ( $8.191 > 1.96$ ), then the hypothesis test 5 states that  $H_0$  is rejected and  $H_a$  is accepted. The results of the study indicate that the Excellent Service variable (X1) after being mediated by Customer Trust (Z) still has a significant effect on Customer Satisfaction (Y) with a t-statistic value of 7.286 ( $7.286 > 1.96$ ), then the hypothesis test 6 states that  $H_0$  is rejected and

Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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Ha is accepted. The results of the study indicate that the Promotion variable (X2) after being mediated by Customer Trust (Z) still has a significant effect on Customer Satisfaction (Y) with a t-statistic value of 7.742 ( $7.742 > 1.96$ ), then the hypothesis test 7 states that Ho is rejected and Ha is accepted. The results of this study show consistency with the study conducted by (Sari & Lestariningsih, 2021).

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the results of the study, it can be concluded that excellent service, promotion, and customer trust have a significant influence on customer satisfaction at Erafone Bosih Raya Retail Store. This study shows that excellent service has a positive effect on customer satisfaction, with a very significant t-statistic ( $18.671 > 1.96$ ), which means that the proposed hypothesis is accepted. In addition, promotion is also proven to have a positive effect on customer satisfaction, with a t-statistic of 29.242 ( $29.242 > 1.96$ ), which supports the finding that the right promotional strategy is effective in increasing customer satisfaction. Customer trust also contributes significantly to customer satisfaction, with a t-statistic of 14.357, indicating that the higher the level of customer trust, the higher the level of satisfaction they feel. In addition, excellent service and promotion are proven to have an effect on customer trust, which ultimately strengthens the positive impact of both variables on customer satisfaction. Customer trust acts as a mediating variable that strengthens the influence of excellent service and promotion on customer satisfaction, which emphasizes the importance of building trust to increase consumer loyalty and satisfaction. Overall, the results of this study provide evidence that retail companies such as Erafone Bosih Raya need to continue to optimize services and promotions to strengthen customer trust, which in turn will increase customer satisfaction and loyalty.

### Suggestions

Based on the results of this study, it is recommended that Erafone Bosih Raya continue to maintain and improve the quality of its services, for example by training employees to be more responsive and friendly in dealing with customers. Promotions also need to be made more attractive and in accordance with the needs of today's consumers, for example through social media or loyalty programs. In addition, building customer trust must be the main focus, because this trust can strengthen long-term relationships and create ongoing satisfaction. For further research, it is a good idea to add other variables such as price, product quality, or store comfort so that the picture of customer satisfaction can be more complete and in-depth.

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Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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Henry Fransisko Paniroi<sup>1</sup>, Erika Hardiyanti Kusuma Dewi<sup>2</sup>,  
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