

The Influence of Promotion and Service Quality on Customer Satisfaction at Toko Sribu Dinar

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Abstrak

Penelitian ini bermaksud untuk mengetahui pengaruh promosi dan kualitas pelayanan pada kepuasan pelanggan di Toko Sribu Dinar, sebuah toko ritel sembako di Gresik. Penelitian ini memakai pendekatan kuantitatif dengan metode survei menggunakan kuosioner yang disebar kepada 97 responden. Data di analisis dengan regresi linear berganda, dan hasil penelitian menyampaikan bahwa variabel promosi berpengaruh positif dan signifikan atas kepuasan pelanggan, sedangkan untuk variabel kualitas pelayanannya tidak memiliki pengaruh yang signifikan. Dalam hasil penelitian ini memperlihatkan bahwa promosi lebih berperan dalam membentuk kepuasan pelanggan di Toko Sribu Dinar. Maka dari itu, disarankan untuk pemilik toko agar lebih berfokus dan memperkuat strategi promosi untuk menarik dan mempertahankan pelanggan, dengan tidak lupa tetap mempertahankan kualitas pelayanan yang baik agar para pelanggan tetap tertarik untuk berbelanja di Toko Sribu Dinar.

Kata kunci: *Promosi, Kualitas Pelayanan, Kepuasan Pelanggan*

Abstract

This Study aims to determine the influence of promotion and service quality on customer satisfaction at Toko Sribu Dinar, a retail store selling daily necessities located in Gresik. This research uses a quantitative approach with a survey method, distributing questionnaires to 97 respondents. The data were analyzed using multiple linear regression. The result show that the promotion variable has positive and significant effect on customer satisfaction, whereas the service quality variabel does not have a significant effect. The findings indicate that promotion plays a more dominant role in shaping customer satisfaction at Toko Sribu Dinar. Therefore, it is recommended that the store owner focus more on starethening promotional strategies to attract and retain customers, while still maintaining good service quality to unsure that customers remain nterested n shopping at Toko Sribu Dinar.

Keywords : *Promotion, Service Quality, Customer Satisfaction*

INTRODUCTION

Customer satisfaction is one of the main pillars in ensuring business sustainability, particularly in the retail industry, which is characterized by intense competition. Every consumer has the right to receive proper service and quality products; therefore, efforts to achieve customer satisfaction are not only a business obligation but also an integral part of sustainable management strategies. Toko Sribu Dinar, as a retail business specializing in staple goods in Gresik Regency, faces challenges in maintaining sales stability and customer loyalty amid increasingly dynamic competition. Although relatively new, the store has been able to offer competitive prices and relatively responsive services; however, fluctuations in sales indicate that its existing strategies still require further evaluation.

Within the framework of marketing management theory, promotion and service quality occupy an essential position as instruments to build customer satisfaction. Promotional activities conducted through various channels, including digital media such as WhatsApp, Instagram, and TikTok, are expected to attract consumer attention while simultaneously expanding market reach. At the same time, service quality serves as a crucial factor in creating a positive shopping

experience, encompassing aspects of friendliness, responsiveness, and accuracy of staff in providing services. However, the implementation of these strategies often encounters obstacles, ranging from inconsistent service delivery to the suboptimal utilization of promotional media in fostering effective interactions with consumers.

Sales data of Toko Sribu Dinar in 2024 show a fluctuating pattern, with a significant increase in August followed by a sharp decline in the subsequent months. This condition indicates weaknesses in maintaining a stable sales trend, despite the implementation of competitive pricing strategies and digital promotions. Such circumstances suggest that customer satisfaction has not been fully achieved, leaving consumer loyalty vulnerable to shifting toward competitors.

In this context, analyzing the influence of promotion and service quality on customer satisfaction becomes highly relevant. The application of marketing management theories, such as the 4Ps of the marketing mix—price, product, place, and promotion—as well as the concept of service quality, can serve as a critical framework for understanding the extent to which these variables contribute to customer satisfaction. The issues that arise include the effectiveness of digital promotion in enhancing customer appeal, the consistency of services delivered by staff, and the extent to which customer satisfaction can drive repeat purchases and foster long-term loyalty.

Therefore, this study aims to analyze the influence of promotion and service quality on customer satisfaction at Toko Sribu Dinar, identify the challenges encountered in the implementation of marketing strategies, and formulate strategic recommendations for the business owner to achieve more stable sales growth, higher customer satisfaction, and sustainable competitiveness.

METHOD

This study employed a quantitative survey approach to examine the influence of promotion and service quality on customer satisfaction at Toko Sribu Dinar. The sample consisted of 97 respondents, determined using the Lemeshow formula since the total population was unknown. The sampling technique applied was **purposive sampling** with criteria that respondents had made at least one purchase and had direct experience with the store's promotion and service. Data were collected using a Likert-scale questionnaire with five response options, covering the variables of promotion (X1), service quality (X2), and customer satisfaction (Y).

Data analysis was conducted using multiple linear regression with the assistance of statistical software. Prior to regression testing, the instrument was tested for validity and reliability, and classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests. The t-test was applied to examine the partial effects, the F-test to assess the simultaneous effects, and the coefficient of determination (R^2) to measure the extent to which promotion and service quality contribute to customer satisfaction.

RESULTS AND DISCUSSION

Results

The research instrument was tested for validity and reliability, and all items were found to be valid and reliable. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity, confirmed that the regression model met the necessary statistical requirements. The results of the multiple linear regression analysis are presented in Table 1.

Table 1. Results of Multiple Linear Regression Analysis

Variable	Coefficient (B)	t-value	Sig.	Description
Promotion (X1)	0.455	3.198	0.002	Significant
Service Quality (X2)	0.086	0.604	0.547	Not significant
F-value	7.654		0.001	Model significant
R^2	0.139			13.9%

As shown in Table 1, the promotion variable (X1) has a positive and significant effect on customer satisfaction, with a significance value of 0.002 (< 0.05). In contrast, the service quality

variable (X2) does not have a significant effect on customer satisfaction, as indicated by its significance value of 0.547 (> 0.05). The F-test result shows a significance value of 0.001 (< 0.05), indicating that promotion and service quality simultaneously affect customer satisfaction. The coefficient of determination (R^2) of 0.139 indicates that 13.9% of the variation in customer satisfaction can be explained by the two independent variables, while the remaining percentage is influenced by other factors outside this study.

Discussion

The findings of this study indicate that promotion has a positive and significant effect on customer satisfaction at Toko Sribu Dinar. Promotion plays an important role in enhancing customer satisfaction as it successfully attracts consumer attention and provides added value. The promotional strategies implemented by the store include price discounts, daily offers, purchase bonuses, and product information distributed through social media. These efforts directly increase customer satisfaction because consumers perceive tangible benefits from the promotions offered.

In contrast, service quality was found to have no significant effect on customer satisfaction. This result can be explained by the nature of Toko Sribu Dinar as a staple goods retail business, where customers tend to prioritize factors such as price competitiveness, product availability, and shopping efficiency rather than service experience. In addition, the respondents' answers revealed that the indicators related to speed of service and employee friendliness received relatively lower scores compared to other indicators. This suggests that some customers still consider the services provided to be less than optimal. Such conditions are understandable, as Toko Sribu Dinar is still in the early stages of recruiting employees. Limited recruitment and training processes, along with employee turnover, have led to unstable service performance. Staff who are still in a trial period and the frequent replacement of employees have caused fluctuations in service quality. Consequently, even though basic services such as responsive cashiers, polite employees, and store cleanliness are already fulfilled, further improvements in service quality do not significantly influence customer satisfaction.

Simultaneous testing using the F-test showed that promotion and service quality together have a significant effect on customer satisfaction, although the contribution is relatively small. The coefficient of determination (R^2) of 0.068 indicates that most of the variation in customer satisfaction is explained by other factors outside promotion and service quality, such as product pricing, shopping convenience, and store location. Although service quality did not have a significant partial effect, it still made a minor contribution when combined with promotion in the model. Overall, these findings demonstrate that customer satisfaction at Toko Sribu Dinar is primarily driven by promotional activities, while service quality serves only as a supporting factor. Therefore, business strategies should place greater emphasis on strengthening promotional efforts while maintaining basic service standards that align with customer expectations.

CONCLUSION

This study concludes that promotion has a positive and significant effect on customer satisfaction at Toko Sribu Dinar through strategies such as discounts, price reductions, and special offers. In contrast, service quality does not significantly affect satisfaction, as customers in staple goods retail prioritize price and product availability and consider the current service sufficient. Simultaneously, promotion and service quality influence customer satisfaction, but their contribution is relatively small at 6.8%, indicating that most satisfaction is influenced by other factors outside this study.

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