

THE INFLUENCE OF SERVICE QUALITY AND PROMOTION ON CUSTOMER SATISFACTION AT INDOMARET KLECO

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Abstract: This study aims to examine the influence of service quality and promotion on customer satisfaction at Indomaret Kleco. The population in this study was all Indomaret Kleco customers. The sample size of this study was a small portion of the population, namely 50 respondents, selected using a probability sampling method (random sampling) that selected every customer visiting Indomaret Kleco. The approach used was quantitative. The research data were tested using multiple linear regression, correlation coefficients, and coefficients of determination. The results showed that Promotion and Service Quality partially had a positive and significant effect on Customer Satisfaction. Simultaneously, Promotion and Service Quality also had a positive effect on customer satisfaction.

Keywords: *Service Quality, Promotion, Customer Satisfaction, Indomaret Kleco.*

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1. Introduction

Competition in the modern retail world is currently increasingly fierce, with various models and modern stores emerging, such as the Madura grocery store, along with the increasing number of supermarkets offering a variety of daily necessities. Alfamart and Indomaret are two of the retail stores that continue to grow and are widely recognized in Indonesia. With a large number of stores in various locations, Indomaret strives to provide fast, practical, and convenient service to its customers. However, in facing dynamic market competition, service quality and promotional strategies are key factors influencing service delivery.

Customer satisfaction is crucial for maintaining customer loyalty and building a good reputation for a company. Customers who are satisfied with the service and promotions offered are more likely to make repeat purchases and recommend the product to others. Therefore, Indomaret needs to conduct a customer survey to assess the impact of service quality and promotions on customer satisfaction, particularly at Indomaret Kleco outlets.

Indomaret Kleco is a retail outlet located in a vibrant economic area, close to a hospital and the Muhammadiyah University of Surakarta campus, and with a large student population. To meet the diverse needs of the community, Indomaret is expected to provide excellent service and attractive promotions to remain the preferred choice for both residents and students. However, customer complaints regarding limited service, lack of employee friendliness, and uninformative promotions are still common.

According to Tjiptono (2019), service quality encompasses reliability, responsiveness, assurance, concern, and tangibles, all of which play a role in shaping the customer experience. Meanwhile, promotion serves as a communication tool between companies and

customers to convey product value and encourage purchases (Kotler & Armstrong, 2017). In the retail context, it explains that good service quality, which encompasses reliability, responsiveness, assurance, concern, and tangibles, along with effective promotion as a communication tool, is crucial in generating customer satisfaction. By implementing these two aspects effectively, companies are expected to improve the customer experience and encourage purchases.

Furthermore, previous research by Zaelani and Pratiwi (2020) demonstrated that service quality and marketing significantly influence customer satisfaction at Indomaret in Lampung. However, no study has yet focused on this aspect, examining how these two variables influence customers at Indomaret Kleco. Therefore, this research is essential to provide a relevant and contextual empirical picture.

In this context, this study was conducted to measure the extent to which Service Quality and Promotion Influence Consumer Satisfaction at Indomaret Kleco. The findings of this study are expected to provide recommendations to managers in formulating service plans that focus on customer satisfaction.

2. Research Method

This research method uses an associative quantitative approach, a type of research that aims to determine the relationship between two or more variables. Meanwhile, the statistical method was chosen because it provides a clear and measurable picture of a problem.

With this approach, quantitative methods are based on numerical information and analyzed using statistical methods. This method is considered effective in explaining relationships between variables, especially when used to systematically test hypotheses.

This study focuses on collecting quantitative data from a predetermined sample, utilizing standardized tools such as surveys. This data was then processed and analyzed to understand the strong relationship between service quality and promotions on customer satisfaction. The population in this study was all Indomaret Kleco customers. The sample size for this study was a small portion of the population, namely 50 respondents, drawn using a probability sampling method (random sampling) that selected every customer visiting Indomaret Kleco. This study was conducted among Indomaret Kleco customers located at Jalan Ahmad Yani, Pabelan, Kartasura, Sukoharjo, from March to July 2025.

A conceptual framework is a conceptual structure used to organize and connect ideas within a particular domain. According to Sugiyono (2016), a framework serves as a schema that shows the relationship between theory and various elements considered to be the main issues in a study.

Service quality encompasses direct aspects such as employee friendliness and responsiveness, as well as indirect aspects such as the comfort of store facilities. Tjiptono (2019) states that service quality is the overall perception of service performance that can influence customer satisfaction.

Promotion, as part of the marketing mix, plays a crucial role in shaping consumer attitudes. According to Machfoedz (in Haily & Sri, 2018), promotion aims to introduce and inform consumers about products. Cannon (2008) adds that promotion influences customer behavior and satisfaction.

Therefore, it can be concluded that improving service quality and successful promotions have a positive impact, increasing customer satisfaction levels. Conversely, if service quality and promotions are not optimal, this condition can result in reduced customer satisfaction and

potentially losing customers to competitors. Referring to the previous explanation, the following conceptual framework is formulated:

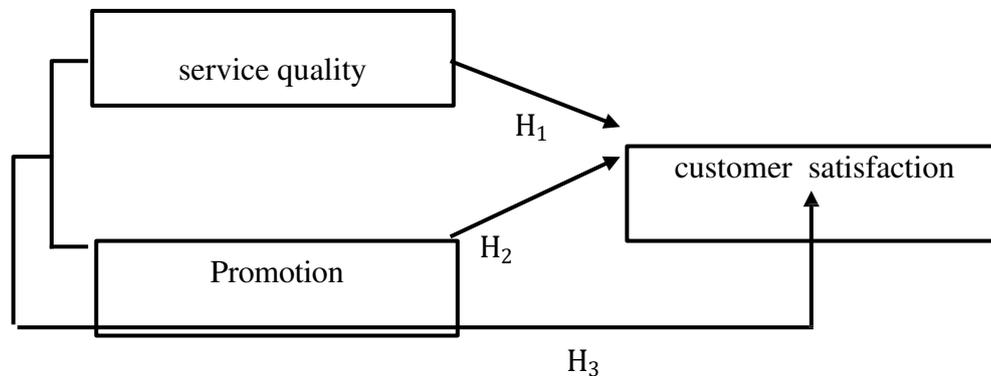


Figure 1. Framework

This framework indicates a strong relationship between service quality and promotion and customer satisfaction. These two independent variables are suspected to have both separate and simultaneous influences on the dependent variable, namely customer satisfaction at the Indomaret Kleco store.

According to Sugiyono (2016), a hypothesis is a temporary solution to a research question whose validity still needs to be tested through further research. Based on the framework, theoretical basis, and problem formulation, the hypothesis presented in this study is as follows:

- H1 : Service quality has a positive effect on customer satisfaction at Indomaret Kleco Stores.
- H2 : Promotional strategies have a positive effect on customer satisfaction at Indomaret Kleco Stores.
- H3 : Service quality and promotions simultaneously have a positive and significant impact on customer satisfaction at Indomaret Kleco Stores.

This hypothesis is based on the results of previous studies indicating that promotions and service quality have a significant impact on customer satisfaction (Zaelani and Pratiwi, 2020; Solehudin, 2021; Wijayanto and Widiastuti, 2021). Therefore, this study will analyze these influences empirically in the context of Indomaret Kleco Stores.

3. Results and Discussion

3.1. Results

Research Variables and Indicators

X1 – Service Quality:

This reflects customers' perceptions of how well the company's service is delivered, both directly and indirectly. This dimension encompasses aspects such as speed, friendliness, trustworthiness, and accuracy in meeting customer needs. According to (Lupiyoadi, 2020), tangibles include reliability, responsiveness, assurance, and empathy.

X2 – Promotion:

Promotion is a series of communication activities carried out by a company to inform the target market about a product, with the aim of increasing interest and forming a positive

perception of the product. Promotion includes various forms such as advertising, discount offers, and sales promotions aimed at influencing purchasing decisions (Solehudin, 2021).

Y – Customer Satisfaction:

Customer satisfaction refers to the extent to which a person feels pleased or disappointed after engaging with a product or service. This measurement of satisfaction encompasses perceptions of product quality, service, price, and the emotional aspects that arise during the transaction process. According to Kotler and Keller (2017), satisfaction is the result of customers' assessment of their experiences in relation to their expectations and perceived reality (Nurosalita & Nuriman, 2021).

Validity Test

Validity is a measure that describes the extent to which something can be said to be accurate or appropriate, where a research instrument can measure what it is supposed to measure. According to Zaelani and Pratiwi (2020), validity testing is conducted to ensure that the instrument used is valid and reliable in measuring research variables. One method for checking validity is to relate the score of each item to the total value of the measuring instrument. The basis of validity testing analysis according to Solehudin (2021) and Wijayanto & Widiastuti (2021) is as follows:

Performed using product-moment correlation.

The results are:

All items in variables X1, X2, and Y have a Corrected Item-Total Correlation value > 0.289
→ Valid.

Reliability Test

Reliability refers to an instrument's consistency in producing consistent and reliable information. According to Zaelani and Pratiwi (2020), reliability testing aims to determine how stable a measuring instrument is in producing similar results when repeated measurements are taken at different times. An instrument is considered reliable if the Cronbach's Alpha score exceeds 0.60, indicating that the questionnaire items have a good level of internal consistency. In this study, reliability testing was conducted using SPSS version 25 software.

Calculated using Cronbach's Alpha:

$X1 = 0.857$; $X2 = 0.838$; $Y = 0.885$ → All variables are reliable (Alpha > 0.60).

Normality Test

The purpose of the normality test is to assess whether the data used in this study follows a normal distribution pattern. Nurosalita and Nuriman (2021) stated that normality testing is essential as a prerequisite for parametric statistical analysis, as most inferential techniques assume a normal distribution. Data are considered to have a normal distribution if the significance value from the Kolmogorov-Smirnov or Shapiro-Wilk test is greater than 0.05. In this study, the normality test was conducted using SPSS version 20 software. The P-Plot graph demonstrates a normal data distribution.

Multiple Linear Regression Analysis

Multivariable regression analysis aims to understand the impact of several independent variables on a single dependent variable. According to Wijayanto and Widiastuti (2021), regression analysis is used to test and measure causal relationships between variables and to

predict the value of the dependent variable based on the independent variables. The multiple linear regression model applied in this study is as follows:

$$Y = 1.968 + 0.626X_1 + 0.338X_2$$

Service quality has the largest influence (0.626).

Partial t-test

The t-test is used to measure the extent to which each unaffected factor individually influences the dependent variable. According to Zaelani and Pratiwi (2020), the purpose of the t-test is to understand whether each independent variable, such as promotion and service quality, has a separate impact on customer satisfaction.

X1: $t = 4.345$, $sig = 0.000$ → significant

X2: $t = 2.347$, $sig = 0.023$ → significant

F Test (Simultaneous)

The F test evaluates how independent variables work together to influence the dependent variable. In research conducted by Solehudin (2021), the F test was used to determine whether elements such as price, marketing, and service quality simultaneously influence customer satisfaction and loyalty. The test was conducted at a significance level of $\alpha = 0.05$.

$F = 162.822$, $sig = 0.000$ → both variables jointly influence Y

Coefficient of Determination (R²)

The coefficient of determination (R²) evaluates how well an independent variable explains the changes in the affected variable. According to Wijayanto and Widiastuti (2021), the R² value describes the influence of variables such as service, promotion, and product on customer satisfaction. A higher R² value indicates that the independent variable plays a more significant role in explaining differences in the dependent variable. $R^2 = 0.874$ → 87.4% of the variation in customer satisfaction is explained by service quality and promotion.

3.2. Discussion

The variables in this study were measured using a questionnaire consisting of 10 questions for each variable. Each question was based on criteria related to each variable. The discussion in this study on the impact of service quality and promotions on increasing customer satisfaction at Indomaret Kleco stores is presented as follows:

1) The Effect of Service Standards on Customer Satisfaction

The test showed that service quality had a positive effect of 0.483 on customer satisfaction, as observed in the multiple linear regression model $Y = 1.968 + 0.626X_1 + 0.338X_2$. This effect was also significant, as seen from the significance value in the t-test, which was lower than α ($0.000 < 0.05$). This finding supports the hypothesis that service quality has a significant effect on customer satisfaction at Indomaret Kleco Stores.

2) The Impact of Promotions on Customer Satisfaction

The test revealed that promotions had a positive effect of 0.410 on customer satisfaction, as seen in the multiple linear regression model $Y = 1.968 + 0.626X_1 + 0.338X_2$. This effect also showed clear significance, as seen from the significance level in the t-test, which was below α ($0.023 < 0.05$). This finding supports the hypothesis that promotions have a large impact on customer satisfaction levels at Indomaret Kleco Stores.

- 3) *The Impact of Service Quality and Promotion on Customer Satisfaction According to the analysis, it can be concluded that service quality and promotional activities simultaneously have a significant impact on customer satisfaction, as indicated by the calculated F-test significance level $<\alpha$ ($0.000 < 0.05$). The coefficient of determination, which reached 0.874, proves that these two independent variables collectively explain 87.4% of changes in customer satisfaction, while the remaining 12.6% is influenced by other factors not included in this study. This statement supports the assumption that good service and promotions simultaneously play a significant role in increasing customer satisfaction at Indomaret Kleco stores.*

4. Conclusion

Based on the results of the study on the Influence of Service Quality and Promotion on Customer Satisfaction at the Indomaret Kleco Store, the following conclusions can be drawn:

- 1) Service quality has a positive and significant influence on customer satisfaction. This is evident from the t-test results, which showed a significance level. In other words, if the quality of service provided by Indomaret improves, customer satisfaction will also increase.
- 2) Promotion has a significant and positive influence on customer satisfaction. This indicates that appropriate and attractive promotions can increase customer satisfaction.
- 3) Simultaneously, service quality and promotion have a significant influence on customer satisfaction. Therefore, the two independent variables (service quality and promotion) of the change in customer satisfaction.

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