

The Effect of Service Quality, Price, and Product Completeness on Customer Satisfaction at Berkah Mandiri Mojo Supermarket

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Article Information		Abstract
Submission date	: January 3, 2025	Research aim: The goal of this investigation. The aim was to examine how service quality, pricing, and product completeness individually and collectively impact customer satisfaction at Berkah Mandiri Mojo supermarket Design/Method/Approach: Research uses adopts a quantitative method, with causality as the technique applied.. The people of research is consumers of Berkah Mandiri Mojo supermarket 100 respondents, and the data were analyzed through multiple linear regression techniques. Research Finding: Study are service quality and product completeness partially have a positive and significant effect. Partially price has no positive and significant effect. While simultaneously service quality, price and product completeness have a significant effect on customer satisfaction. Theoretical contribution/Originality: This research provides understanding and insight related to service quality, price and product completeness to achieve success in the market. Practitioner/Policy implication: Can be useful for marketing services and products in stores or supermarkets Research limitation: limitation of this study is the difficulty of sampling because respondents do not have enough time for us to give questionnaires. Keywords: Service Quality, Price, Product Completeness, Customer Satisfaction
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1. Introduction

Rapid developments in various industrial sectors have encouraged companies to continue to innovate and improve their competitiveness. Increasingly fierce competition, especially in the highly competitive retail industry, requires companies to be able to create products and services that not only meet consumers' basic needs, but are also able to provide a satisfying and unique shopping experience. In this context, customer satisfaction determinant in maintaining customer loyalty amid increasingly fierce competition[1].

In a dynamic business world, customer satisfaction is one of the determining factors of

success that cannot be ignored. Companies that successfully meet and even exceed consumer expectations will benefit significantly, both in the form of increased sales and high customer loyalty. Customer satisfaction created from superior product or service quality will encourage consumers to become repeat customers and even recommend the product or service to others in their environment. This shows that customer satisfaction is a valuable asset that can make a major contribution to the long-term growth and success of a company[2].

In an increasingly competitive retail industry, supermarkets have become the center of gravity for consumers. To succeed in the retail business, companies not only need to offer a variety of products, but must also be able to meet consumer expectations for good service quality, competitive prices and complete product availability. Retail business competition does not only revolve around product aspects, but also on the company's with consumers through e marketing satisfying services[1].

Consumer satisfaction is a psychological condition experienced by individuals after comparing the actual performance or results obtained from a product or service with previously formed expectations. This satisfaction can be defined as a positive feeling that arises as a result of fulfilling needs or desires through the consumption of a product or service, which results in a sense of pleasure, satisfaction, and relief for consumers. In other words, consumer satisfaction is a subjective evaluation made by consumers of the value they get from a transaction, where the value is compared to what they expected before[3].

The customer's perspective determines. of a business regarding the services provided. When customers are satisfied with the service they receive, they tend to become repeat customers and even recommend the business to others. Therefore, the main task of a marketer is to ensure that every customer is satisfied with the service they get[3].

Price is the cost that consumers have to pay to get goods or services. Price is very important for business success because it determines the profits earned. Consumers often choose a shopping place based on price, if the price is cheap and according to the market, consumers tend to shop again[4].

Product completeness is a situation where a store or business provides a variety of products that not only have a wide variety and guaranteed quality, but also a large enough availability. This condition not only functions as a magnet that attracts consumer interest, but also has a strong influence on consumer decisions to make purchases, thereby increasing the likelihood of transactions [4] .

The increasing intensity of business competition around Swalayan Berkah Mandiri Mojo requires companies to periodically evaluate and refine the business strategies that have been implemented. The emergence of competitors with similar business concepts is a challenge in itself, because it can have a direct impact on sales volume. Under these conditions, consumers tend to choose supermarkets that are able to provide excellent service, provide complete products, and offer competitive prices. Unfortunately, based on existing findings, there are still a number of consumers who are dissatisfied with the services provided by Berkah Mandiri Mojo Supermarket.

Tiara Kartika Sari et al (2024), proving that based on partial tests and simultaneous tests, product completeness, product prices simultaneously positive effect on customer, with research entitled "The effect of service quality, product completeness and product prices on customer satisfaction at "Mitra Swalayan" Kartasura". This has results that are inversely proportional to Meriana Zendrato (2024), based on partial tests obtained on service quality variables have no effect on customer satisfaction while on product completeness variables affect customer satisfaction and are tested simultaneously service quality and product completeness simultaneously affect customer satisfaction, with a study entitled "The effect of

service quality and product completeness on customer satisfaction at Swalayan Maju Bersama Krakatau Branch".

Founded on background problems and described above, this study aims whether service quality, price and item completeness affect customer satisfaction at Berkah Mandiri Mojo Supermarket.

1.1. Statement of

Founded on the explanation described above, the issue definition is obtained, namely, (1) Does service quality affect customer satisfaction of Berkah Mandiri Mojo Supermarket? (2) Does price affect customer satisfaction of Berkah Mandiri Mojo Supermarket? (3) Does product completeness affect customer satisfaction of Berkah Mandiri Mojo Supermarket? (4) Consider service quality and price and product completeness modify customer satisfaction of Berkah Mandiri Mojo Supermarket?.

1.2. Research

The study were: (1) Examining the impact of service quality customer satisfaction at Berkah Mandiri Mojo Supermarket. (2) Examining the impact of price on customer satisfaction at Berkah Mandiri Mojo Supermarket. (3) Examining the impact of product completeness on customer satisfaction at Berkah Mandiri Mojo Supermarket

2. Method

Study Adopts a quantitative framework and a causal research methodology using multiple linear regression analysis. Research conducted at Swalayan Berkah Mandiri Mojo. Before conducting multiple linear regression analysis, you must do a validity test and reliability test, then we carry out a standart assumption test. The standart assumption This statistical test is essential and must be me model used assumption deviations and produces a good linear. Once the assumptions are validated, regression analysis is executed, and subsequently we calculate the of determination test. The determination test is a tool to gauge the model's effectiveness in explaining the dependent variable based on the independent variable [5] . If we have measured it, the last step to confirm whether there is an influence is to test the hypothesis. The research population is all consumers of the Berkah Mandiri Mojo supermarket, the number of which is unknown. Samples using the lemeshow formula:
$$n = 1. \frac{z^2 - \alpha / 2P(1-P)}{d^2}$$

n= Number of samples

z= Z score at 95% confidence=1.96

P= unknown proportion of the population

d= alpha or sampling error

In Lemeshow's formula, the z score at the frequently used confidence is 95% or 1.96 while for P=0.5. Then to refer to the maximum tolerable error rate d = 10%. Then the number of samples obtained was 96.04 to 100 respondents. Technique uses *stratified random sampling*, it ensures that all subgroups within the population are represented in the sample, so the research results are more valid and credible. The method used in this research is a questionnaire. The variables service quality, price, product completeness and customer satisfaction.

3. Results and Discussion

Validity Test

Aims ensure that questions in the case are really relevant to what you want to study. To determine whether a question is valid or not, it is necessary to compare the calculated correlation coefficient value (R_{count}) accompanied by shown in the table (R_{table}). If $R_{\text{calculate}}$ is greater than R_{table} [6].

In this study, to find out R_{table} , use the formula $df = n - k$ where n = number of samples and k = number of independent variables. So the df (*degree of freedom*) used is $100 - 3 = 97$ with an alpha of 5%, then the results of the two-way test R_{table} are at 0.1975. The results obtained in the validity test are valid because $R_{(\text{count})} > R_{\text{table}}$.

Reliability Test

A research instrument is considered reliable or reliable if the instrument is able to produce consistent and reliable data. To measure instrument study, the Cronbach alpha value was used [6]. An instrument is said to be reliable if the Cronbach alpha value is > 0.6 .

Value of service quality obtained $0.777 > 0.6$; price $0.738 > 0.6$; product completeness $0.746 > 0.6$; customer satisfaction $0.660 > 0.6$. So this research it is deemed reliable because the value of Cronbach alpha is > 0.6 .

Normality Test

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.85219414
Most Extreme Differences	Absolute	.071
	Positive	.053
	Negative	-.071
Kolmogorov-Smirnov Z		.707
Asymp. Sig. (2- tailed)		.699

Source: Processed Data, 2024 (SPSS Output)

The test is an assessment carried out to test is normal or not. Based on the Kolmogorov-Smirnov normality significant $0.699 > 0.05$, It can be stated that the data is typically distributed

Multicollinearity Test

Table 2. Multicollinearity Test

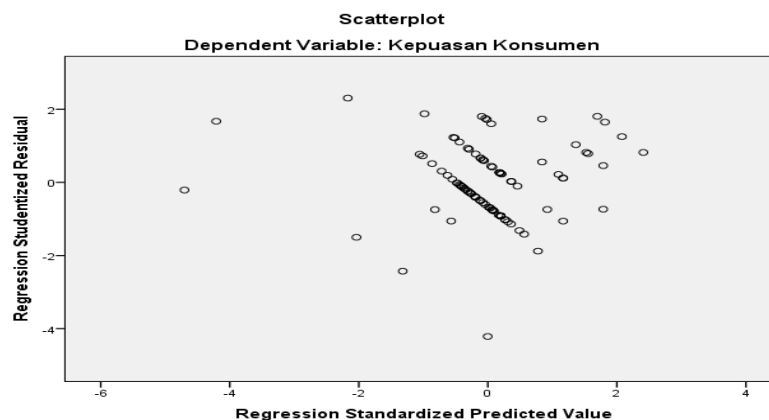
Variable	Statistical Collinearity	
	Tolerance	VIF
Service Quality	0,245	4,074
Price	0,145	6,880
Product Completeness	0,329	3,043

Source: Processed Data, 2024 (SPSS Output)

Multicollinearity test is a that aims to in regression correlation and the dependent variable (dependent). This study obtained results the VIF (*Variance Inflation Factor*) value of service quality $4.074 < 10$, price $6.880 < 10$, product completeness $3.043 < 10$, while the tolerance value of service quality is $0.245 > 0.01$, price $0.145 > 0.01$, product completeness $0.329 > 0.01$. As a result, it can be stated that the above results Multicollinearity does not exist since the VIF value < 10 and the tolerance value > 0.01 .

Heteroscedasticity Test

Table 3. Heteroscedasticity Test



Source: Processed Data, 2024 (SPSS Output)

Heteroscedasticity test is a test to see if there is a difference between the leftover data with other data[7]. In the heteroscedasticity test, Multiple strategies exist, such as investigating th scatterplot graph. From the graph, it can be seen that are above and below the 0 axis, it can be concluded.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Results

Model	Coefficients ^a	
	Unstandardized Coefficients	
	B	Std. Error
(Constant)	1.664	1.203
Service Quality	.354	.080
Price	.021	.053
Product Completeness	.149	.060

Source: Processed Data, 2024 (SPSS Output)

According on 4. as follows:

$$Y = 1,664 + 0,354 + 0,021 + 0,149$$

The equation has the following meaning:

1. The value $a = 1.664$ is a constant or state when the consumer loyalty variable has not been influenced by other variables, namely variables X1 (service quality), X2 (price) and X3 (product completeness) or when the independent variable Y (customer satisfaction) is 0, then constant customer satisfaction at the Mojo independent blessing supermarket is 1.664.

2. X1 of service quality is 0.354, this shows that variable X1 has a positive effect on Y customer satisfaction, that every increase in service quality, customer satisfaction will increase.
3. The X2 price regression coefficient is 0.021, this shows that the X2 variable has a positive effect on Y customer satisfaction, which means that every time the price increases, customer satisfaction will increase.
4. X3 of product completeness is 0.149, this shows that the X3 variable has a positive effect on Y customer satisfaction, This means that any boost in product completeness will result in higher customer satisfaction.

Determination Coefficient Test

Table 5. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.634	.86541

Source: Processed Data, 2024 (SPSS Output)

In R-squared value provides an overview of how much the independent variable contributes in explaining changes. Higher adjusted R-squared value shows that more variation as its increases. Utilized to project the dependent variable's value in relation to the independent variable's value. [8]. In table 5, it can be seen that the adjusted R Square value is 0.634 or 63.4%, this means that the independent variable has an influence on the dependent variable. Meanwhile, 36.6% is influenced by other factors outside the variables not examined in this study.

Hypothesis Test

Table 6. Partial Test (t test)

Model	t	sig
(constant)	1.383	.170
Service Quality	4.456	.000
Price	.308	.692
Product Completeness	2.462	.016

Source: Processed Data, 2024 (SPSS Output)

, it can produce the following results:

1. Variable X1 (service quality) has a sig value. $0.000 < 0.05$ while the T_{count} value is 4.456 $> T_{\text{table}} 1.984$ this shows that variable X1 (service quality) has a significant effect on variable Y (customer satisfaction).
2. Variable X2 (price) has a sig value. $0.692 > 0.05$ while the T_{count} value is 0.398 $< T_{\text{table}} 1.984$ this shows that variable X1 (price) has no significant effect on variable Y (customer satisfaction).
3. Variable X3 (product completeness) has a sig value. $0.016 < 0.05$ while the T_{count} value is 2.462 $> T_{\text{table}} 1.984$, this shows that variable X3 (product completeness) variable Y (customer satisfaction).

Table 7. Simultaneous Test (F Test)

ANOVA ^a		
Model	F	Sig.
Regression	58.191	.000 ^b
Residuals		
Total		

Source: Processed Data, 2024 (SPSS Output)

According, sig value is 0.000, that each independent variable jointly affects Y. This proves that service quality, price and product completeness simultaneously affect customer satisfaction.

4. Conclusion

According, the subsequent conclusions can be made:

1. Partial test results service quality show a significant value of $0.000 < 0.05$ This indicates that service quality has a notable and beneficial effect on customer satisfaction of Berkah Mandiri Mojo Supermarket.
2. Result parsil test or t test of the price variable show $0.692 > 0.05$, meaning that price does not have a positive and significant effect on customer satisfaction at Berkah Mandiri Mojo Supermarket.
3. Results of the partial test or t test of the product completeness show value of $0.016 < 0.05$, meaning that product completeness has a positive and significant effect on customer satisfaction at Berkah Mandir Mojo Supermarket.
4. Results simultaneous found service quality, price and product completeness have a positive and significant effect on customer satisfaction of Berkah Mandiri Mojo Supermarket.

The suggestion in this study is that Berkah Mandiri Mojo Supermarkets should work on improving service quality., it is hoped that Berkah Mandiri Mojo Supermarket can provide extra service and the best service. Then in terms of price to maintain product prices so that they can be reached by all groups. The last one is to increase the completeness of the product as one that can be offered by Berkah Mandiri Mojo Supermarket to provide satisfaction to consumers.

In this study, there are many shortcomings, increase that can affect customer satisfaction.

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