

# Influence of Location and Quality of Service on Customer Satisfaction at PT. Transmart Carrefour Plaza Medan Fair

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## ABSTRACT

This study aims to determine “The effect of location and service quality on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair”. This type of research uses explanatory research (explanatory research). The population in this study are customers who come and shop at PT. Transmart Carrefour Plaza Medan Fair. The number of research samples used in this study was 60 people, the sampling technique used in this study was simple random sampling. Collecting data using a questionnaire with a Likert scale which has five alternative answers and distributed to respondents.

The results of this study indicate that the location has a positive and significant effect on customer satisfaction because the  $t$  value is  $4.269 > t$  table  $1.672$  and a significant value is  $0.000 < 0.05$ . significant  $0.000 < 0.05$ . Location and service quality together have a positive and significant effect on customer satisfaction with a calculated  $F$  value of  $20.619 > F$  table  $3.16$  and a significant value of  $0.000 < 0.05$ . From the results of the analysis, the adjusted  $R$  Square value of  $0.399$  means that the location and quality of service can simultaneously contribute as much as  $39.9\%$  while the remaining  $60.1\%$  is a variable not observed in this study.

**KEYWORDS:** Location, Service Quality, Customer Satisfaction

## Background of the Problem

In the increasingly modern and sophisticated development of globalization, many people have begun to abandon traditional things and switch to more modern activities. This can be seen in the behavior of consumers who currently prefer shopping at modern markets compared to traditional markets.

Transmart Carrefour Plaza Medan Fair is a retail company in Indonesia which is the owner of the Carrefour supermarket chain and Carrefour express. Currently Transmart is a subsidiary of Trans Corp. Transmart Carrefour Medan carries the theme of one stop shopping, Transmart provides a shopping atmosphere like in a department store, in addition to basic needs, Transmart Carrefour also serves fresh fruit and vegetables, and provides various other needs with a more diverse and quality choice of brands ranging from clothing, electronic cosmetics, etc. Transmart also offers a wider variety of Food and Beverages, a variety of foods ranging from traditional to international.

The number of competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations, one of which is by providing more satisfying services than competitors. To win the competition, companies must be able to provide satisfaction to their customers, for example by providing better quality products, lower prices, faster product delivery and better service than competitors. Thus only quality companies can compete and dominate the market.

The main purpose of customer satisfaction is to build and improve, and maintain customer loyalty to the company and its products. Customer satisfaction greatly influences the decision to repurchase a product. Customer satisfaction is basically always changing and it is natural that customers will tend to look at the physical and price aspects to obtain information about the satisfaction expectations that will be received from the company.

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Every customer who comes to shop must be satisfied, because if they are not satisfied they will leave the company and become a competitor's customer. This will lead to a decrease in sales and ultimately will reduce profits and even cause losses, therefore company leaders should try to measure the level of customer satisfaction in order to immediately find out what attributes of a product can make customers dissatisfied. Measuring the level of customer satisfaction is not as easy as measuring the weight/height of these consumers.

Location factors can affect customer satisfaction, therefore, before starting a business, a person or company will certainly choose the right location to set up a business.

Location is a place that is used as a place for the company to carry out its daily operations. Determination and location decisions will affect the company's development and customer satisfaction in the future. The selection of the right and strategic location provides its own advantages for a company that will create or open a new business.

Quality of service gives impetus to customers to establish a strong relationship with the company. In the long term, this kind of relationship allows the company to understand carefully the customer's expectations and needs. Thus, the company can increase customer satisfaction where the company can find out a pleasant customer experience and find out a less pleasant customer experience.

Service quality is one of the strategies that must be carried out by the company so that every customer who comes to buy feels satisfied and appreciated, because basically every buyer is a king, because every buyer must be satisfied in terms of service and quality of products purchased by customers.

### Problem Formulation

Based on the background of the problem above, various problems can be formulated as follows:

1. How big is the influence of location (X1) on customer satisfaction (Y) at PT. Transmart Carrefour Plaza Medan Fair?
2. How big is the influence of service quality (X2) on customer satisfaction (Y) at PT. Transmart Carrefour Plaza Medan Fair?
3. How much influence location (X1) and service quality (X2) on customer satisfaction (Y) at PT. Transmart Carrefour Plaza Medan Fair?

### Research Objectives

By looking at the formulation of the problem above, this research has the following objectives:

1. To find out how much influence the location has on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair.
2. To find out how much influence service quality has on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair.
3. To find out how much influence location and service quality have on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair.
4. To complete the Bachelor program at the LMII College of Economics.

### Research Benefits

Based on the above objectives, it is hoped that this research will be useful for all parties, both authors, companies and parties with an interest in the object of research. The benefits are as follows:

1. For researchers

This research is expected to add to the knowledge gained while sitting in lectures, able to be applied in the world of work and researchers can better understand how to do so that customers get satisfaction if one day they want to open a business.

2. For companies

This research is expected to help companies to obtain information in choosing a location, providing quality service and retaining customers in the current era where new competitors will emerge and make new innovations.

3. For other researchers

As a reference material for further research in the same field in the future.

4. For academics

We hope that the research results can be used as reference material in efforts to develop economics, especially in the field of management and be useful as a reference for students in the future.

### Definition of Customer Satisfaction (Y)

In this era of globalization, competition has become very sharp, both in the domestic (national) market and in the international/global market. To win the competition, companies must be able to provide satisfaction to their customers, for example by providing better quality products, lower prices, faster product delivery and better service than competitors.

Satisfaction is the level of one's feelings after comparing the product performance (results) that he feels with his expectations. The level of satisfaction is the result of an evaluation of experience and is expected to have a direct influence/perceived performance.

Philip Kotler and Kevill Lane Keller (2010: 138), satisfaction (satisfaction) is a person's feelings of pleasure or disappointment arising from comparing product performance (results) to expectations. If the performance fails to meet expectations, the customer will not be satisfied, if the performance matches the expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

According to Daryanto and Ismanto Setyobudi (2014), customer satisfaction is an emotional assessment from customers after using a product, where expectations and needs are met.

### Location Definition (X1)

A strategic location in entrepreneurial theory is interpreted as a location where there are many potential buyers in the sense that this location is easy to reach, easy for consumers to see, and a location that is widely traversed or inhabited by target consumers who have the potential to buy the product or service being sold. Locations like this are suitable for goods or services trading businesses that must deal directly with customers.

According to Heizer & Render et al. (2015:35) in the journal Alfredo Anshar (2019), location is a driver of costs and revenues, so location often has the power to make a company's business strategy.

According to Tjiptono (2004: 92) in the journal Imam Haromain (2016), location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect.

### Definition of Service Quality (X2)

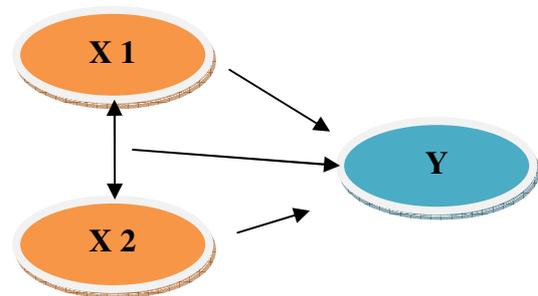
In general, it is said that quality is a product or service characteristic that is determined by the user and is obtained through process measurement and through continuous improvement.

Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by the company.

According to Kotler and Armstrong (2012:681), stating that the quality of service is Quality is the totally and characteristics of the product and service that bears on its ability to satisfy stated or implied needs, the meaning of this definition is that quality is the whole of the features and characteristics of a product or service that supports its ability to satisfy a need directly or indirectly. This means that business entities must be able to provide products or services that can meet customer needs so that customers will feel satisfied.

According to Murdick, et al. (in Assegaf, 2015:47) in the journal Ugeng Budi Haryoko, Hapid Rabani (2019), states that service quality is an economic activity that produces or produces time, place, form and psychological needs or needs.

### Framework of Thinking



### Previous Research

Previous research is an attempt by researchers to find comparisons between one researcher and another.

There are several results of previous research on customer satisfaction and are used to help get an idea in developing the framework of thinking in this study. As a research study that can develop researchers' thinking insights, some of the studies studied are as follows:

#### 1. Tri Setia Ningtias (2019)

This study aims to determine how much influence the perception of price, location and quality of service on consumer satisfaction Wahana Express Freight Forwarding Services. The results of this study indicate that perceptions of price, location and service quality simultaneously have a positive and significant effect on consumer satisfaction.

#### 2. Indra Firdiyansyah (2017)

This study aims to analyze how much influence service quality, price and location have on customer satisfaction. The results of this study indicate that the three independent variables studied were proven to have a significant partial effect on the dependent variable of Customer Satisfaction.

#### 3. Ugeng Budi Haryoko, Hapid Rabani (2019)

This study aims to determine the effect of service quality and location on customer satisfaction at Bengkel Abadi Jaya Motor Bogor. The results of this study indicate that there is a simultaneous positive and significant effect between service quality, and location on customer satisfaction.

#### 4. Sarifah Nuf Zain (2018)

This study aims to determine whether there is a positive and significant influence between service quality and location on customer satisfaction AHASS 6895 Restu Buana Motor Sumpiuh Banyumas. The results of this study indicate that service quality and

location together have a positive and significant influence on customer satisfaction.

5. Riski Dwi Cahyati (2017)

The purpose of the study was to determine and analyze the effect of service quality (X1), location (X2), and loyalty (X3) on customer satisfaction (Y). The results of this study indicate that each variable has a positive and significant effect on customer satisfaction with Laundry Qe2. services

6. Desrianto, Sri Afridola (2020)

The purpose of this study was to determine the effect of location and service on customer satisfaction at Coffee Town Bakery in Batam City. The results of this study indicate that location and service have a positive and significant effect on customer satisfaction

7. Imam Haramain (2016)

The purpose of this study was to determine the quality of service, price, and location on customer satisfaction at AHASS Z618 Surya Agung Motor Bangkalan Madura. The results of this study indicate that service quality, price, and location each have a significant and positive influence on customer satisfaction.

8. Akhlis Priya Pambudy (2016)

This research is a type of quantitative research at the Dukun Gresik Health Center. Analyzing the effect of service quality variables (X1) and location (X2) on patient satisfaction (Y). The results of this study indicate that service quality and location have a significant influence on patient satisfaction, and the service quality variable (X1) has the most dominant effect on patient satisfaction at the Dukun Gresik health center.

9. Rini Afrianti, Zulkifli (2017)

The purpose of this study was to determine the quality of service and location on customer satisfaction Citra Laundry Kota Pariaman. The results of this study indicate that the results of this study indicate that the variables used in the study, namely service quality significantly and location did not significantly affect customer satisfaction at Citra Laundry Kota Pariaman.

10. Stivani Yanti Atmanegara, Dwi Cahyono, Nurul Qomariah, Abadi Sanosra (2019)

This study aims to examine and analyze the effect of service quality, corporate image and location on customer satisfaction at Hotel Ijen View Bondowoso. The results of this study indicate that service quality, company image and location have a positive effect on customer satisfaction at Hotel Ijen View Bondowoso.

11. Amril Anas (2019)

The purpose of this study was to determine or analyze the effect of food taste image and service quality on consumer buying interest in Sate Padang Kupak. The results showed that the variable image of food taste and service quality had a positive and significant effect, either partially or simultaneously on Sate Padang Kupak.

**Premise**

According to HD. Melva Sitanggang and Togu Harlen Lbn.Raja, (2015:103), premise is a logical basis or rationale that forms a reasoning process based on logic that seeks to connect two different propositions to draw a conclusion. The premise can also be said as a statement that supports the hypothesis which is associated with previous research that has a relationship with research that is being carried out by someone.

**Premise 1**

Tri Setia Ningtiyas (2019) stated in his research. From the results of the analysis, the coefficient of determination (R<sup>2</sup>) was 0.547, meaning that the perception of price, location and service quality can simultaneously contribute 54.7% to customer satisfaction, while the remaining 45.3 % is another variable not observed in this study.

**Premise 2**

Indra Firdiyansyah (2017) states that the Adjusted R Square number of 0.584 indicates that 58.4 percent of the Customer Satisfaction variable can be explained by the three independent variables in the regression equation. While the remaining 41.6 percent is explained by other variables outside the three variables used in this study.

**Premise 3**

Ugeng Budi Haryoko; Hapid Rabani (2019) The results of this study show that service quality has a positive and significant effect on purchasing decisions with a contribution of 26.2%. Location has a positive and significant effect on customer satisfaction with a contribution of 41.9%.

**Premise 4**

Sarifah Nuf Zain (2018) The results of quantitative analysis show that (1) service quality has a positive and significant effect on customer satisfaction by 57.15% ( $r_{xy} = 0.756$ ;  $t_{count} 11.074$ ;  $sig 0.05$ ) (2) location has an influence positive and significant impact on customer satisfaction of 67.08% ( $r_{xy} = 0.259$ ;  $t_{count} 2.576$ ;  $sig 0.05$ ) (3) service quality and location together have a positive and significant effect on customer satisfaction of 66.10 % and from the multiple regression test results that the coefficient of service quality (x1) is 0.683 and location (x2) is 0.160

and the constant number (a) is 5.585 with the equation  $Y = 5.585 + 0.683X_1 + 0.160X_2$

#### Premise 5

Riski Dwi Cahyati (2017) stated in his research that each variable has a positive and significant effect on customer satisfaction for Laundry Qe2 services. These three variables have an effect of 23.6% on Qe2 Laundry Service customer satisfaction, while the remaining 13.6% is influenced by other variables.

#### Premise 6

Desrianto, Sri Afridola (2020) stated that in his research location had a positive and significant effect on customer satisfaction with a arithmetic value of  $10,464 > t \text{ table } 1,969$  and a significant value of  $0.000 > 0.05$ . This service has a positive and significant effect on customer satisfaction with a t value of  $3.4971 > t \text{ table } 1.969$  and a significant value of  $0.001$  F table 3.03 and a significant level of F 0.000

#### Premise 7

Imam Haromain (2016) The results of the correlation coefficient of 65.3% which show that the correlation or relationship between these variables to customer satisfaction has a close relationship. The results of the partial test show that the variables used in the study are service quality, price, and location, each of which has a significant and positive influence on customer satisfaction.

#### Premise 8

Akhlis Priya Pambudy (2016) concluded that service quality and location have a significant influence on patient satisfaction, and the service quality variable (X1) has the most dominant effect on patient satisfaction at the Dukun Gresik health center.

#### Premise 9

Rini Afrianti, Zulkifli (2017) The results of the study can be concluded that the multiple linear regression is  $Y = 1,613 + 0,628X_1 + (-0,032)X_2$ . The results of the partial test show that the variables used in the study are service quality significantly and location does not have a significant influence on customer satisfaction at Citra Laundry Kota Pariaman.

#### Premise 10

Stivani Yanti Atmanegara, Dwi Cahyono, Nurul Qomariah, Abadi Sanosra (2019) The results showed the coefficient of the influence of service quality variables on customer satisfaction was 0.42 with  $p < 0.01$ . The coefficient of the influence of the corporate image variable on consumer satisfaction is 0.08 with a p value of 0.20. The coefficient of the influence of the location variable on consumer satisfaction is 0.26 with a p value  $< 0.01$ .

#### Premise 11

Amril Anas (2019) The results showed that the R Square value of 37.1% showed that 37.1% of the ability to taste food (X1) and service quality (X2) were variables that were able to influence consumer buying interest (Y) at Sate Padang Kupak while the rest by 62.9% the influence of other independent variables that are not explained or analyzed by researchers in research

#### Hypothesis

According to Melva Sitanggang and Togu Harlen Lbn.Raja, (2015: 104), the hypothesis comes from the Greek, namely: Hupo which means temporary and thesis which means statement or theory, so that hypothesis means a temporary statement that must be proven true. It is said to be temporary because it must be proven true with the support of existing theories and coupled with data from research results obtained from the field and tested with statistical tools and finally it will be found out whether the hypothesis that was built is true with existing data managed by statistical test tools.

So the hypothesis can also be stated as a theoretical answer to the research problem formulation, not yet an empirical answer with data. The hypotheses in this study are as follows:

H1: Location (X1) has an influence on customer satisfaction (Y)

H2: Service quality has an influence on customer satisfaction (Y)

H3: Location (X1) and service quality (X2) affect customer satisfaction (Y).

#### Types of Research

In this study, the explanatory research method (explanatory research) is used, which is a research method that intends to get clarity on phenomena that occur empirically and try to get answers to the relationship between variables through hypothesis testing (Sugiyono, 2018).

#### Research Sites

This research was conducted at PT. Transmart Carrefour Plaza Medan Fair which is located on Floor 1-2 (Jl. Jend. Gatot Subroto No. 30) Medan, North Sumatra.

#### Research Time

This research will be conducted in early March to June 2021.

#### Population and Sample

In this study, which was conducted for 3 months, by taking the population each month as many as 50 people. So the population in this study is 150 populations. Therefore, to determine the number of

samples from the above population using the Slovin formula as follows:

$$n = N / \sqrt{1 + N(0,1)^2}$$

$$n = 150 / \sqrt{1 + 150(0,1)^2}$$

$$n = 60 \text{ people}$$

### Validity Test

The validity test is used to measure the validity or validity of a questionnaire, the questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Imam Ghozali 2016).

The results of the validity test on the research instrument used in this study will be carried out by comparing the calculated  $r$  value with the  $r$  table for degree of freedom ( $df$ ) =  $n - 2$ , in this case  $n$  is the number of samples. The number of samples ( $n$ ) = 60 and the amount can be calculated as  $60 - 2 = 58$  with  $df = 58$  and  $\alpha = 0.05$  obtained  $r$  table = 0.254.

Based on the table above, it shows that the results of each statement item are greater than 0.254 so it can be concluded that all of the statements are valid.

### Reliability Test

According to Nunnally 1994, in Imam Ghozali's book (2016) the reliability test can be seen from the Cronbach Alpha value, a variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.70$ .

Based on the table above, the variables of location, service quality, and customer satisfaction are declared reliable. This can be seen from the location variable ( $X_1$ ) of  $0.810 > 0.70$ , for the service quality variable ( $X_2$ ) of  $0.794 > 0.70$  and the customer satisfaction variable of  $0.788 > 0.70$ , the questionnaire items in this study were declared reliable.

### Partial Test (t Test)

The t-test is used to show how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable.

#### 1. Location Correlation ( $X_1$ ) To Customer Satisfaction ( $Y$ )

Based on the correlation results, it is known that partially location has a significant relationship of 49.2% to customer satisfaction.

#### 2. Korelasi Kualitas Pelayanan ( $X_2$ ) Terhadap Kepuasan Pelanggan.

Berdasarkan hasil korelasi yang diketahui bahwa secara parsial Kualitas Pelayanan berhubungan signifikan sebesar 44,6% terhadap kepuasan pelanggan.

#### 3. Simultaneous Test (F Test).

Based on the results of the calculations in table 4.8, it can be seen that the calculated  $F$  is 20,619 with a

significance level of 0.000. While the  $F$  table is 3.16 at a significant level of 95% ( $\alpha = 0.05$ ), then  $F$  count is  $20.169 > 3.16$ . Thus, the location and quality of service together have an influence on customer satisfaction.

Simultaneous test ( $F$  test) is used to test whether all independent or independent variables that are included in the model simultaneously or together have an effect on the dependent or dependent variable.

### Conclusion

Based on the results of data processing that has been carried out in this study, in this chapter the author can draw conclusions about the research "The Effect of Location and Service Quality on Customer Satisfaction at PT. Transmart Carrefour Plaza Medan Fair".

1. Based on the research results obtained by the location variable, the  $t$  count value is  $4,269 > t$  table 1,672 with a significant value of  $0.000 < 0.05$ , which means it is positive and significant. The results of the t-test partially show that the location has a significant relationship of 0.492 to customer satisfaction. These results explain that the location factor has an influence on customer satisfaction of 49.2%. So it can be concluded that the location has a positive and significant effect on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair.
2. Based on the research results obtained by the service quality variable, the  $t$ -count value is  $3.765 > t$ -table 1.672 with a significant value of  $0.000 < 0.05$ , which means it is positive and significant. Partial t test results show that service quality has a significant relationship of 0.446 to customer satisfaction. These results explain that service quality has an influence on customer satisfaction of 44.6%. So it can be concluded that service quality has a positive and significant effect on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair.
3. The value of  $F_{\text{count}} > F_{\text{table}}$  obtained  $20.619 > 3.16$  which means it is positive. While the significant value obtained in the column sig  $0.000 < 0.05$  means significant. Thus it can be concluded that the location and quality of service together have an influence on customer satisfaction at PT. Transmart Carrefour Plaza Medan Fair.
4. Based on the results of the coefficient of determination test, it can be seen that the adjusted  $R$  Square value obtained is 0.399. This states that the location and service quality factors affect customer satisfaction by 39.9% and the remaining

60.1% is influenced by other factors not examined in this study.

### Suggestions

From the results of the research and discussion above, it is obtained as follows:

#### 1. For Companies

A. It is hoped that PT. Transmart Carrefour Plaza Medan Fair to always maintain the cleanliness of the location in the area where the company opens a place to sell. In addition to a clean location, a safe and comfortable location will have its own charm that can make customers come and shop where the place of business is.

B. It is hoped that PT. Transmart Carrefour Plaza Medan Fair pays more attention to the service quality factor, because if the quality of service provided is more than the customer's expectations it will lead to its own satisfaction for the customer, so that satisfied customers will continue to come to shop because they feel valued and always feel satisfied when shopping.

2. For further researchers, it is hoped that it can be helpful and useful as reference material in researching customer satisfaction or related to the problems contained in this study.

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