

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND STORE IMAGE WITH CUSTOMER SATISFACTION AT THE INDOMARET FRANCHISE IN GRESIK BRANCH

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Abstract. This study aimed to explain the causal influence between the Service Quality and Store Image with Customer Satisfaction. Data collection was carried out using quantitative survey methods by distributing questionnaires to 70 consumers in Indomaret. Data was analyzed using computer assistance with version 22 of the IBM Statistical Program for Service Solution (SPSS) program for Windows. The results showed that: (1) Service Quality is positively related to 0.378 and a significant value of 0.001 to customer satisfaction. (2) Store Image has a positive relationship of 0.646 and a significant value of 0,000 with customer satisfaction. (3) Service Quality and Store Image have a positive relationship and a significant value of 0,000 with customer satisfaction.

Keywords: service quality, store image, and customer satisfaction.

INTRODUCTION

The industry, particularly retail, is rapidly developing in Indonesia, with the number of retailers increasing year after year. In fact, there are two types of retail in Indonesia: traditional retail and modern retail. In general, traditional retail has good physical conditions (some are good), has weak capital / subsidies, payment methods are characterised by a bargaining process, and the network built is not wide (regional markets), whereas modern retail has good and luxurious physical conditions, has strong capital, payment methods set a definite price, no financing subsidies, and the network built is a corporate chain system (Utomo, 2011). Traditional retail, however, has been abandoned by consumers over time. So that the increase in modern retail business in Indonesia is more rapidly increasing.

In 2018 the progress of modern retail businesses in Indonesia increased, according to government data the increase reached 15% in the first quarter, and is predicted in the third quarter to reach 20% to 25%. Previously for 2017 and 2016 according to data from the Indonesian Retailers Association (APRINDO) retail development in Indonesia was 8% and 9%. This retail growth is influenced by price, quality, product, service, and innovation of each retailer to maintain its existence (www.liputan6.com). There are various kinds of retailers in Indonesia that are growing, ranging from large and small retailers. One of the retailers in Indonesia that has branches in various big cities, and is growing rapidly is PT Indomarc PrismaTama or better known as Indomaret. Indomaret is a franchise retail network that provides basic needs and daily needs. In 2017 Indomaret outlets throughout Indonesia reached 14,846 thousand, and the target of adding outlets in 2018 is approximately 1000 stores <https://industri.kontan.co.id/news/indomaret-akan-tambah-1000-gerai-pada-2018>).

Because of its rapid growth, Indomaret now has customers in multiple countries. Indomaret has a variety of stores with varying specifications. Indomaret is available in four varieties throughout Indonesia: Indomaret Regular, Indomaret Plus, Indomaret Fresh, and Indomaret Point. The study was carried out in the Indomaret Kedamean Gresik area, specifically in the Indomaret with the regular type. There are four Indomaret in the area, which is a congested area. Every day, many

customers shop for necessities at the retailer that won the “Franchise Company 2017” award. In addition to franchise retailers from other companies, every Indomaret in various areas within a distance of approximately 100 - 200 meters stands.

Every consumer or customer has different needs, so Indomaret needs a good and comprehensive strategy to meet these needs. Indomaret began to improve its services and pay more attention to its customers. Renovate the store and expand on existing amenities. Indomaret stores in Gresik and Surabaya, for example, have better lighting, more complete product lines, and sell not only daily necessities but also fresh food and fast food. There is also a coffee making machine called “Yummy Coffee” by Indomaret, which comes in a variety of flavors such as greentea, cappuccino, and americano. Indomaret has other products besides Yummy Cafe, such as Say Bread, which is also a superior product. Promotions at Indomaret are also diverse, such as there are excited price promos which will change the product variants once a week. There is also a JSM promo or Friday, Saturday, Sunday whose product prices are discounted up to 50%.

Improving and adding store products aims to fulfil the expectations, demands, and desires of consumers of Indomaret retail. When the desires and all expectations of the store are fulfilled, there will be satisfaction in the consumer. Oiver (in Peter and Olson, 2000) states that consumer satisfaction is a summary of the psychological conditions that result when the emotions surrounding expectations do not match and are multiplied by the feelings that are formed regarding the consumption experience. Satisfaction is a person’s feeling of pleasure or disappointment experienced after comparing the perception of the performance or results of a product with his expectations, Kotler (in Pril Ranto 2017).

In marketing and consumer research, the concept of customer satisfaction is crucial. It is widely assumed that if customers are pleased with a product or brand, they will continue to buy and use it and tell others about their positive experience. When customers are dissatisfied, they switch brands, complain to manufacturers and retailers, and even tell other customers (Olson and Peter, 2000).

According to Selnes (1993), satisfaction is measured directly as an overall feeling. Then someone can be satisfied with the main product or service while also judging the results as average in comparison to what they should be. According to Selnes (1993), satisfaction is an evaluative assessment of the final choice of a particular transaction. Furthermore, satisfaction can be measured directly as an overall feeling. A feeling formed by the accumulation of consumer purchase and consumption experiences (Andreassen, 1994). Customer satisfaction is also determined by the buyer’s expectations of the product or service, as well as its perceived performance (Cronin et al., 2000).

When examined further, every company’s goal in achieving predetermined goals or targets is customer satisfaction. Word of mouth (WOM) is commonly used because satisfied customers will easily tell other consumers. The result of creating this satisfaction is repeat purchases and customers returning to the company’s stores, allowing profits to rise.

Keeping customers satisfied with retail is a difficult task for businesses because if customers do not receive the products, facilities, or services they desire, it can lead to dissatisfaction. As a result, the key to the company’s success is actually very dependent on the company’s success in satisfying all of the needs and desires of consumers. Companies make numerous efforts to ensure that their customers are always satisfied with their retail because customer satisfaction is a top priority in any company or organization.

According to Irawan (in Nardiman, Yasri, 2014), consumer satisfaction is comprised of several factors, including the following: 1) Product quality; customers are satisfied if the product quality is satisfactory after purchasing and using it. 2) Price, for price-sensitive customers, low prices are usually an important source of satisfaction because customers get good value for money. 3) Service quality; customer satisfaction with service quality is typically difficult to replicate. 4) Emotional Factor: Because of the emotional value provided by the product’s brand, customers will feel satisfied (proud). Customers will be more satisfied if it is relatively easy, convenient, and efficient to obtain products or services.

The factors that affect customer satisfaction according to Craven (1996) include 1). Delivery System: moving products from producers to consumers or end users in business usually includes distribution channels from suppliers, manufacturers and intermediaries. To be able to satisfy consumers, this network must function as an integrated and coordinated unit, where all members

understand and respond to consumer needs and desires. 2). Product or service performance: the performance and excellence of a product or service is very important in influencing consumer satisfaction, which is commonly referred to as the main thing in competition. 3) Store Image: a good store image and corporate brand are competitive advantages that affect the level of customer satisfaction from a positive angle. The formation of brand image (brand image) and brand value (brand equity) is when consumers have a pleasant experience with the product. 4) Price-value relationship: consumers want the value offered to match the price given, therefore there is a favourable relationship between price and value. The brand is promoted by the company as a unique value at its price. On the other hand, management decides to compete on the basis of low prices among brands where buyers have already established equal value. 5) Employee performance or achievement: the performance of products and delivery systems depends on how all parts of the organisation work together in the process of fulfilling customer satisfaction. Affect consumers, both pleasant and unpleasant things. 6) Competition: the weaknesses and strengths of competitors also affect customer satisfaction and are opportunities to gain competitive advantage. Specific competitors have a good or bad impact in order to fulfil the wishes of market segmentation. Knowing the gap between the buyer's desire and the offer provided by competitors is an opportunity to increase customer satisfaction.

Based on the factors above, service quality is one that can affect the satisfaction of a consumer. The definition of service quality according to the American Society for Quality Control in Phillip Kotler (2009) quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. According to Kotler dan Keller (2012) "any act or performance that one party can offer another that is essentially intangible and does not result in the ownership of anything. Its production may or not be tied to a physical product".

Service in this case is defined as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality shown through attitude and nature in providing services for customer satisfaction. The definition of service quality can be interpreted as an effort to fulfil the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations (Tjiptono, 2006).

According to Tjiptono and Chandra (2011), service quality has a close relationship with customer satisfaction, service quality provides encouragement to customers to establish strong ties with the company.

According to Tjiptono (in Maria and Anshori 2013), customer satisfaction will be achieved if the quality of service provided includes 5 dimensions, namely:

- 1) The reliability dimension which includes the company's ability to provide the best service to its customers.
- 2) The dimension of responsiveness / response which includes the company's desire to provide fast and responsive service.
- 3) The assurance / certainty dimension which includes the company's ability to generate customer confidence about its products.
- 4) The dimension of empathy / empathy which includes a sense of personal care and attention given to customers.
- 5) Tangibles / physical appearance dimension which includes appearance / physical evidence.

Research on Service Quality has previously been conducted by Indra Lesmana Sihombing in 2015. Based on this research, a significant positive relationship between service quality and customer satisfaction was found to be 0.983 and significant at 0.000 ($p < 0.005$). This can be interpreted that the higher the quality of service, the higher the customer satisfaction.

In addition to service quality, there are several factors that can influence consumer satisfaction, including store image. The concepts of store image and customer satisfaction are inextricably linked. According to Bloemer and Ruyter (in Maddalena Sihombing 2013), store image acts as a mediator of customer satisfaction, with higher customer satisfaction reflecting a positive store image.

Store image has the ability to influence consumer perceptions and is an important part of marketing communication. A retailer with a positive store image will be able to create satisfaction after customers shop at the store.

The concept of Store Image itself was proposed by Baker, et al., (1994) in Davies & Ward (2002) to be “store image is a combination of an individual’s cognitive and emotional responses, which are generated from their perceptions or memories of a particular store, and which also represent what the store signifies to the individual.” in this concept it can be seen that Store Image is a combination of individual cognitive processes and consumer emotional responses formed from perceptions or memories of the store or everything that reminds consumers of the store. Cox & Brittain (2004), suggest that “the customer’s perception of the store and its attributes As such it is a composite of the following dimensions: merchandise, store location, promotion, pricing policy, service, store clientele, store atmosphere and layout.” From these concepts and opinions, Store Image can be understood as a combination of individual cognitions and emotional responses that arise from consumer perceptions of the store and its attributes as well as memories and various things that remind consumers of the store.

According to Berman and Evans (in Ristyana Prabasari Suprpto, Saryadi, Reni Shinta Dewi, 2015), there are several components that can shape the image of a retailer, namely: characteristics of the target market, retail positioning and reputation of the firm, customer service, store location, merchandise assortment, price levels, shopping experiences, community service, promotion tools.

Dwi Wahyu Pril Ranto previously conducted research on the relationship between store image and customer satisfaction in 2017. The findings showed a positive relationship between store image and customer satisfaction, as evidenced by a significant level of 0.456. This is in a line with previous research on customer satisfaction, such as Beneke et al., (2011), Selnes (1993), and Andreassen (1994). A retailer will be able to create satisfaction after consumers have a shopping experience at the store if they have a positive store image.

There have been many studies on customer satisfaction, but little research has been done on the relationship between service quality and store image and customer satisfaction. Some studies focus on the relationships or correlations between customer satisfaction and price, promotion, and product quality. This prompted the researcher to use “The Relationship Between Service Quality and Store Image With Customer Satisfaction” as a case study.

RESEARCH METHOD

This study applied correlational research to investigate the relationship between three variables, where service quality and store image were independent variables or X, and customer satisfaction was the dependent variable or Y. This study applied a quantitative survey approach because the research data was in the form of numbers, which were analyzed using statistics to find answers to predetermined hypotheses. Population is a broad category of objects or subjects with specific qualities and characteristics that researchers use to study and draw conclusions, Sugiyono (in Saldina 2014).

Research variables are basically everything that is determined by the researcher to be studied so that information is obtained, so that a conclusion can be drawn (Sugiyono, 2009). This study used three variables, namely variable X1, variable X2, and variable Y. Independent variables are variables that affect or cause changes and the emergence of dependent variables, while dependent variables are variables that are influenced or become the result of independent variables (Sugiyono, 2012). The variables used in this study are as follow:

- 1) Independent Variable (X1)
- 2) The first independent variable in this study is service quality.
- 3) Independent Variable (X2)
- 4) The second independent variable in this study is store image.
- 5) Dependent Variable (Y)
- 6) The dependent variable in this study is customer satisfaction.

The relationship between the independent variables (X1), namely Service Quality and (X2), namely Store Image with the dependent variable (Y), namely Customer Satisfaction.

Population is a generalisation area consisting of objects or subjects that have certain qualities and characteristics set by research to study and draw conclusions, Sugiyono in Saldina (2014). Population is defined as a group of subjects from which the research results will be generalised. The

population in this study are male and female Indomaret Franchise customers, living in the Kedamean Gresik area who live in the area, aged 20 to 45 years.

The sample in this study used non probability sampling, which is a sampling technique that provides equal opportunities for each member of the population to be selected as a sample member. The types of non probability sampling chosen in this study were quota sampling and incidental sampling. Quota sampling technique is a technique used to determine a sample from a population that has certain characteristics until the desired number (quota). This research on service quality and store image determined the number of samples, namely 70 people. If data collection has not been based on these 70 people, then the research was considered unfinished because it has not fulfilled the specified quota.

The data collection technique in this study used a psychological scale. The characteristics of the scale as a psychological measuring instrument, namely in the form of statements that showed behavioural indicators and behavioural indicators were translated into items, Azwar (in Awwaliyah, 2014). This study used three scales to obtain data, namely the service quality scale, store image scale, and customer satisfaction scale. The three scales were designed using a Likert scale, the Likert scale in this questionnaire was based on the advantages of the Likert scale (Awwaliyah, 2014), including: (1) the scale is relatively easy to make; (2) High reliability; (3) Provides more information about the respondent's attitude.

The psychological scale method applied a Likert scale to assess individual attitudes, opinions, and perceptions of observed phenomena. The variables to be measured were converted into variable indicators using a Likert scale. The indicator serves as a jumping-off point for assembling instrument items, which can take the form of statements (Sugiyono, 2011).

The Likert scale was divided into two categories: favorable and unfavorable items. The use of favorable and unfavorable items was intended to avoid stereotypical responses (Azwar, 2017). Favorable items are statements that supported the research object, whereas unfavorable items are statements that are less supportive of the research object. Each item had five answer response options, and the subject was asked to select one of them. Each answer had its own value weight, which ranged from 1 - 5.

RESULT AND ANALYSIS

1.1 Validity Test of the Measuring Tool

The scale used in this study was items based on blueprints and indicators on each variable. The scale in this study, was a Service Quality scale (X_1) of 30 items, a Store Image scale (X_2) of 36 items and a Consumer Satisfaction scale (Y) of 18 items.

1.1.1 Validity of Service Quality Scale Measures

Two stages of testing were conducted to determine the validity of the service quality scale measuring instrument. Based on the analysis of the validity test of the measuring instrument on the service quality scale in the first stage, which consisted of 30 items, 23 valid items were obtained and 7 items were invalidated due to a Corrected Item-Total Correlation of < 0.30 . The items that are invalid are numbered 2, 3, 13, 14, 19, 24, and 29. The correlation coefficient on 23 valid items rises from 0.308 to 0.614. After being tested again, three items were cancelled and twenty were valid in the second stage. Numbers 6, 26, and 30 are all invalid.

1.1.2 Validity of Store Image Scale Measures

Two stages of testing were conducted to determine the validity of the service quality scale measuring instrument. Based on the results of the validity test of the measuring instrument on the store image scale in the first stage, which consisted of 36 items, 29 valid items were obtained and 7 items were invalidated because their Corrected Item-Total Correlation was less than 0.30. The incorrect items are 5, 8, 9, 17, 24, 33, and 35. The correlation coefficient ranges from 0.304 to 0.563 for 29 valid items. The second stage after retesting showed one invalid item and 28 valid ones; the invalid item was number 16. The correlation on valid items increased from 0.323 to 0.570.

1.1.3 Validity of Consumer Satisfaction Scale Measures

Testing the validity of measuring instruments used on the customer satisfaction scale was done in two stages. Based on the analysis of the validity test of the measuring instrument on the customer satisfaction scale in the first stage, which consisted of 18 items, 14 items were valid and 4 items were invalid because their Corrected Item-Total Correlation was less than 0.30. The invalid items were 1, 4, 12, and 16. The correlation coefficient ranged from 0.312 to 0.611 for 14 valid items. Furthermore, during the second stage of the validity test, there was 1 invalid item and 13 valid items; the invalid item was number 3. This stage the valid items, moved on the correlation numbers from 0.309 to 0.613.

1.2 Reliability Test

Reliability testing was carried out on valid items, because the invalid items were not used and were removed for the next data analysis process. The *Cronbach Alpha* Formula technique was used in this study's measuring instrument test. This technique showed the degree to which an instrument can be relied upon and used as a measuring tool.

The first reliable test result was the customer satisfaction scale consisting of 13 valid items, showing the alpha coefficient (α) = 0.812. This showed that the scale has a very high reliability, because the reliability coefficient is between 0.800 and 1.000 (Arikunto, 2010).

The results of the second reliability test with a service quality scale consisting of 20 valid items, showed a coefficient (α) = 0.872. This showed that the scale has a very high reliability, because the reliability coefficient is between 0.800 and 1.000 (Arikunto, 2010).

Finally, the reliability test of the store image scale, which consisted of 28 valid items, showed the alpha coefficient (α) = 0.884. This showed that the scale has a very high reliability, because the reliability coefficient is between 0.800 to 1.000 (Arikunto, 2010).

1.3 Normality Test

The normality test was used to determine whether or not the data in this study was normally distributed. Data must be normally distributed in order to be used in metric statistics. The IBM SPSS Static version 22 program was used to assist with the normality test in this study. The rules used in the distribution normality test if the significant value was greater than 0.05, then the data distribution was normal. Conversely, if the significant value was smaller than 0.05, the data distribution was considered to be abnormal (Santoso, 2010).

The SPSS program was used to analyze the results of the normality test in this study. When the Asymp. Sig. is greater than 0.05, the assumption of normality is met. Following testing, the customer satisfaction data has an Asymp. Sig. of 0.099. The value of Asymp. Sig. customer satisfaction is greater than 0.05, indicating that the data on the customer satisfaction variable is normally distributed or meets the normality assumption.

1.4 Linearity Test

The linearity test in this study attempted to determine whether or not two variables had a linear relationship. Testing was performed using the IBM SPSS Statistic version 22 program to determine whether the two variables had a linear relationship or not. The rule used to conclude the results of the linearity of the relationship is that the data can be said to be linear if the significant level is less than 0.05 (Widharso, 2010).

The linearity test in this study attempted to determine whether or not two variables had a linear relationship. First, the linearity test for the service quality variable (X1) with customer satisfaction (Y) was less than 0.05. This showed a linear relationship between service quality and customer satisfaction. The second linearity test for the relationship between store image (X2) and customer satisfaction (Y) had a significant value of 0.000 or less than 0.05. This showed a linear relationship between store image and customer satisfaction.

1.5 Hypothesis Test

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Table 1. Result of the Major Hypothesis Test

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
1		,646 ^a	,417	,400	3,994

Model	Sum of Squares	DF	Mean Square	F	Sig
Regression	765,369	2	382,685	23,992	,000
Residual	1068,702	67	15,951		
Total	1834,071	69			

Based on the multiple correlation analysis test conducted, the correlation value for the Service Quality (X1) and Store Image (X2) variables on Customer Satisfaction (Y) is 0.000 or less than 0.05. The correlation between these two variables is 0.646, as indicated by the R value above. Based on table 3.11, it is possible to conclude that Ha is acceptable and H0 is rejected. At Indomaret Gresik Franchise, there is a positive relationship between service quality and store image and customer satisfaction. The higher the customer satisfaction, the better the quality of service and store image provided by Indomaret.

Table 2. Result of Minor Hypothesis Test

Correlations					Minor Hypothesis
		X1	X2	Y	
X1	Pearson Correlation	1	,609**	,378**	First
	Sig. (2-tailed)		,000	,001	
	N	70	70	70	
X2	Pearson Correlation	,609**	1	,646**	Second
	Sig. (2-tailed)	,000		,000	
	N	70	70	70	
Y	Pearson Correlation	,378**	,646**	1	Third
	Sig. (2-tailed)	,001	,000		
	N	70	70	70	

The results of the first minor hypothesis obtained a correlation coefficient price of 0.378 with a significant of 0.000. Comparing the significant level, that:

- If Significant Sig < 0.05 then Ha is accepted and H0 is rejected.
- If Significant Sig > 0.05 then Ha is rejected and H0 is accepted.

Based on the significant price of 0.001 < 0.05, Ha was accepted and H0 was rejected. This showed that the first minor hypothesis was accepted, namely that there is a positive relationship between service quality and customer satisfaction. The better the quality of service provided by the store, the higher the customer satisfaction.

The results of the second minor hypothesis obtained a correlation coefficient price of 0.646 with a significant of 0.000. Comparing the significant level, that:

- If Significant Sig < 0.05 then Ha is accepted and H0 is rejected
- If Significant Sig > 0.05 then Ha is rejected and H0 is accepted

Based on the significant price of 0.000 < 0.05, Ha was accepted and H0 was rejected. This showed that the first minor hypothesis, that there is a positive relationship between service quality and customer satisfaction, was accepted. The higher the customer satisfaction, the better the store image built by the store.

1.6 Descriptive Analysis of Research Variable

Descriptive research variables were carried out by making a normal distribution on the research variables, namely the variables of Customer Satisfaction, Service Quality, and Store Image. The three variables were grouped into five categories, namely very high (ST), high, (T), moderate (S), low (R), and very low (SR).

The category of each variable can be done using the normal distribution formula (Azwar, 2012) as follows:

$$\begin{aligned} ST &= > \text{Mean} + 1.5 \text{ SD} \\ T &= \text{Mean} + 0.5 \text{ SD} \text{ ----- } \text{Mean} + 1.5 \text{ SD} \\ S &= \text{Mean} - 0.5 \text{ SD} \text{ ----- } \text{Mean} + 0.5 \text{ SD} \\ R &= \text{Mean} - 1.5 \text{ SD} \text{ ----- } \text{Mean} - 0.5 \text{ SD} \\ SR &= < \text{Mean} - 1.5 \text{ SD} \end{aligned}$$

It is known that in the Consumer Satisfaction variable (Y) the standard deviation (SD) = 5.156 and mean = 53.36 were obtained. The Service Quality variable (X1) obtained a standard deviation (SD) = 7.586 and mean = 84.24. The Store Image variable (X2) obtained a standard deviation (SD) = 8.999 and mean = 117.44. After the boundaries of the normal distribution were made, the table can be made as follows:

Table 3. Category of Consumer Satisfaction Variable (Y)

Category	Score	Frequency	%
Very High	>61	5	7
High	56 – 61	22	32
Moderate	51 – 56	22	32
Low	46 – 51	17	23
Very Low	<46	4	6
Total		70	100

Based on these results, those in the very high category were 7%, while those in the high category were 32%, implying that if they were combined into one category. 39% of people are included in the high category. The medium category has 32% of the vote, while the low category has 23%. This is a combination of 55% in the low category and 6% in the very low category. These results were obtained from a total of 70 subjects.

Table 4. Category of Service Quality Variable (X1)

Category	Score	Frequency	%
Very High	>97	3	5
High	88 – 97	22	32
Moderate	80 – 88	24	34
Low	73 – 80	17	23
Very Low	<73	4	6
Total		70	100

high by 32%, implying that if combined into one category. 37% of people are included in the high category. The moderate category has 34% of the vote, while the low category has 23%. This is a combination of 57% in the low category and 6% in the very low category. These results were obtained from a total of 70 subjects.

Table 4. Category of Store Image Variable (X2)

	Score	Frequency	%
Very High	>131	2	3
High	123 – 131	20	29
Moderate	113 – 123	29	41
Low	104 – 113	11	16
Very Low	<104	8	11
Total		70	100

Based on the results of table 4.15 above, those included in the very high category are 3%, the high category is 29%, so that if combined into one category. There are 31% who are included in the high category. The medium category is 41% and the low category is 16%. This is a combination of the low category of 57%, and the very low category of 11%. These results are obtained from the number.

1.7 Discussion

Customer satisfaction is generally defined as a psychological state in which customers experience feelings of pleasure, sadness, and disappointment. These emotions are obtained when a store's desires and expectations match the perceptions that exist in their minds. A store or company that has satisfied customers will be profitable. Customer satisfaction at Indomaret frequently suffers as a result of numerous complaints from customers who consider that the service at Indomaret is unfriendly and disappointing.

According to previous research, the correlation between service quality and customer satisfaction in the executive class of KMP Jatra at PT ASDP Indonesia Ferry is 0.983, with a significant value of 0.000 (<0.05). Partially, the variable of service quality has a positive and unidirectional relationship with the variable of customer satisfaction.

According to the findings of data analysis conducted by researchers, service quality has a relationship with customer satisfaction, with a correlation of 0.378 and a significant value of 0.001.

The researcher found at the research site that there were some Indomaret employees who provide services in accordance with the SOP and others who do not. One of the sales assistants there follows the SOP, such as opening the door for customers in trouble, providing shopping baskets, and directing customers to the product if they are confused. The other saleswoman did not do this and appeared unconcerned about customers who were having difficulty. This has an effect on the study's correlation value, which is only 0.378.

Dwi Wahyu Pril Ranto conducted previous research on the relationship between store image and customer satisfaction in 2017. The findings showed a positive relationship between store image and customer satisfaction, as evidenced by a significant level of 0.456. In this study, a significant positive relationship of 0.456 and a significant level of 0.000 ($p < 0.05$) was found between service quality and customer satisfaction.

Based on the results of data analysis conducted by researchers, it showed that store image has a correlation with customer satisfaction resulting in a correlation value of 0.646 with a significant value of 0.000 (<0.05).

There are still few studies that combine the correlation of service quality and store image on customer satisfaction. Combining the two variables yielded a correlation or relationship value of 0.646 and a significance of 0.000 in this study. When the variables are connected together, the correlation value is higher than when they are connected separately.

The facts in the field explain that the store image that appears in Indomaret is well maintained in terms of store comfort, atmosphere, product quality, and price. Between 2016 and 2018,

Indomaret at the Gresik branch improved retail design and succeeded in showing a higher correlation than previous research.

Based on the analysis result, the hypothesis was accepted and in accordance with what the researcher wrote in chapter two. This study combined the correlation between service quality and store image with customer satisfaction, resulted a correlation or relationship value of 0.646 and a statistical significance of 0.000 (<0.05). When the variables were connected together, the correlation value was higher than when they were connected separately.

When collecting data, researchers encountered a number of challenges, including a lack of seating at Indomaret Kedamean 2. It was filled in by the subject sitting on a motorcycle or in front of the store. The atmosphere was not conducive to data collection at Indomaret Kedamean 1 because it was too noisy and coincided with consumers from the stand tenants in front of Indomaret. This made the subject feel less at ease and less inclined to complete the questionnaire.

CONCLUSION

Based on the findings of the analysis and discussion, it can be concluded that:

1. According to the first minor hypothesis test, the correlation value of the service quality variable with customer satisfaction was 0.378, with a significant value of 0.001 (< 0.005). The findings indicated that the first minor hypothesis, that there is a correlation between service quality and customer satisfaction in franchise of the Indomaret of Gresik Branch, was accepted. This was supported by indomaret officers' ability and skills in serving customers, employee dexterity and responsiveness, responsiveness to consumer complaints, product information services, and product guarantees, resulting in increased customer satisfaction.
2. According to the second minor hypothesis test, it can be seen that the magnitude of the correlation value of the store image variable with customer satisfaction was 0.646 and a significant value of 0.000 (<0.005). The findings indicated that the second minor hypothesis, that there is a correlation between store image and customer satisfaction in franchise of the Indomaret of Gresik Branch, was accepted. Improved indomaret employee service by making it easier for customers, ensuring product quality, increasing product variety, creating a comfortable store atmosphere, and setting prices that are reasonable for customers, all with the goal of increasing customer satisfaction.
3. Through the major hypothesis test, the correlation value of the service quality and store image variables simultaneously with customer satisfaction was 0.646 and a significant value of 0.000 (<0.005). The findings indicated that the major hypothesis, namely, that there is a correlation between service quality and store image and customer satisfaction in franchise of the Indomaret of Gresik Branch, was accepted.

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