
ACHIEVING CUSTOMER SATISFACTION IN INDOMARET BENDUL SUKATANI RETAIL BUSINESS

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ABSTRACT

This study aims to analyse the Promotion Program and Service Quality to Achieve Customer Satisfaction at Indomaret Bendul Sukatani. The data sources in this study are the results of observations, interviews, and documentation. Based on the research conducted, the following results and conclusions were obtained: The promotion process is carried out Continue by cashiers with limited human resources. Competitive prices offered in promotions are one of the more attractive to consumers in shopping. Promotional features in the form of the Indomaret Poinku application help increase consumer interest in shopping at Indomaret Bendul Sukatani. Factors that can be improved provide an understanding of the advantages of the Indomaret Poinku application purple program. Service quality is in accordance with the provisions of the Company, namely using the SOP 7 Service Vocabulary. Programmes that are already running on the Online and Offline shopping system can be improved to achieve fast and precise service to make it easier for consumers to shop quickly without waiting in long queues.

Keywords: Promotion; Quality of Service; Customer Satisfaction

INTRODUCTION

Retail Company, which is a company that presents all food needs of all people in Indonesia. With the existence of a company that provides all daily needs, people can more easily find their needs quickly and easily. The total number of minimarkets in Purwakarta Regency is 218 minimarket outlets (simdag, 2023). However, Indomaret is still a trust of people in Indonesia who help in serving and providing daily community needs. Minister of Trade

(2021) article 1 paragraph 3, “Convenience stores are stores with a self-service system, selling various goods at retail in the form of minimarkets, supermarkets, department stores, hypermarkets or wholesalers in the form of circulation”. One of them is Indomaret Bendul Sukatani located in Sukatani Village, Purwakarta.

In increasing profits, Indomaret Bendul Sukatani always provides various promotions and provides the best quality service to

meet customer satisfaction. Sari, R.M. (2020) A promotion is considered information intended to persuade a person or organization to purchase goods or services.

Promotional tactics are commonly used in promotion to achieve corporate goals and effectively. (Riyono & Budiharja, E.G, 2016) Among them: Sales Marketing, Advertising, Promotion, Individual Sales. Previous research that became the material of the pre-survey study, the author found the Effect of Promotion and Service Quality on Customer Satisfaction at Indomaret Gaperta Medan Branch. Silitonga, S. P (2021) states with the results of the research provide Actual that shows how the improvement of Promotion, and Quality of Service that contributes to Customer Satisfaction in business that is already underway (Aryanto, et al., 2020).

One technique to encourage consumer purchases and even encourage customers to make unexpected purchases is to conduct promotional activities in retail stores. Many variations of promotions are presented such as Buy 2 Get 1 Free, buy 1 Get 1 Free, second purchase

50%, Buy 2 Save More, and many more. This is so that the discount will impact consumers' choices and encourage them to buy more and more, which will increase sales Explained again by (Aryanto, et al., 2020). The poinku Indomaret application, a mainstay promotion program, is downloaded through Playstore with a point cashback promotion obtained by consumers when shopping at Indomaret. In addition to promotion, good service quality is the flagship of Indomaret company that can still stand today.

Service Quality is also defined as customer demand satisfaction based on high quality goods and services that meet the requirements to meet customer desires (Rohaeni & Marwa, 2018). Doing bad service to make the company's image bad. It should be noted by Indomaret employees, there are prices that are not in accordance with the shelves, buy 1 get 1 free promotional program that are not given to consumers until they become consumer complaints reported by sms center or word of mouth to have an impact on decreasing consumer confidence.

LITERATURE REVIEW

Marketing in Marketing Management books (Panjaitan, 2018) "The social or managerial process by which individuals or organizations obtain what they need by creating, offering and exchanging products to others aims to build strong relationships with customers and derive value from customers and derive value from customers or consumers".

Hery (2019) in the book Marketing Management, "An Art and Science of selecting target markets and obtaining, maintaining and growing customers by creating, handing over, and communicating superior customer value." The achievement of business goals largely depends on marketing management. Production results will not make the most money if the business actors involved neglect marketing management (Ritonga, et al., 2017) .

Marketers need to be aware of the target audience's demand and requirements for their products. "5 fundamental ideas about consumers and markets: Needs, wants, requests Promotional Offers (Products,

services and experiences) Value and Satisfaction Connection and Exchange Market (Panjaitan, 2018).

Promotion

Promotion is an activity to influence a person or group in offering a product or service to buy or use a product or service.

One of the strategies used by business actors to increase sales of manufactured goods is product marketing (Lestari & Saifuddin, 2020). Market share that tries to attract the attention of customers in buying goods given or promoted, making the material presented in the promotion as attractive as possible in addition to providing information about the product to influence consumers (Hayaty & Meylasari , 2018).

Quality of Service

When a customer's impression of the service they obtained or received with the service they really anticipated or wanted, as well as the quality of the company's service can be determined (Atmaja, 2018).

The service quality model is one of the service quality

methodologies that is often used as a reference in marketing research developed by (Parasuramaan, Zeithmhl, dan Berry) in a series of brand research on 6 service sectors. The dimensions of Service Quality are: Tangible or Direct Evidence; Reliability; Responsiveness; Assurance; Empathy.

Customer Satisfaction

Customer Satisfaction is the intensity of a person's feelings after comparing his expectations with actual performance (Rohaeni, H., Marwa, N, 2018). The sensation of satisfaction comes from comparing what a person feels with what is expected, and it has to do with what consumers want and need from a good or service (Sahabuddin, 2019)

In a Retail Company, promotion is one of the important aspects in a Company's achievements. The promotion explains the quality of the product, price, and usability that will be obtained. Likewise, good service quality will provide important points in attracting customers and achieving customer satisfaction.

Several customers provided input so that the speed of officers in responding to customer complaints

was accelerated (Pitaloka & Avianti, 2023). One of them is Indomaret Bendul Sukatani who uses marketing in his Retail business. It has become the main point of Indomaret is always using Promotion and Quality of service in achieving company benefits. In addition, marketing management at Indomaret Bendul Sukatani certainly prioritizes promotion and service quality as well as meeting Indomaret's Customer Satisfaction.

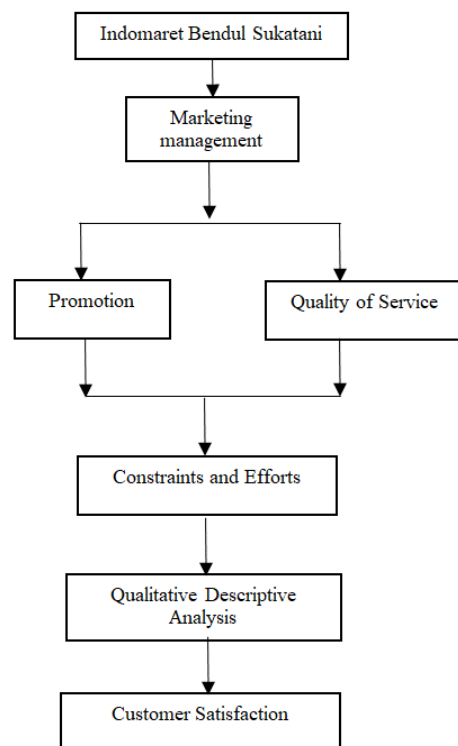


Figure 1. Thinking Framework

RESEARCH METHOD

This research method uses Descriptive Qualitative. Research is carried out in depth and detail with the aim of describing and summarizing various states, events, or occurrences of social reality that are in the state of society (Zhurofa & Surahmadi, 2020).

Observation

In this observation was made by the researchers directly. Through these observations, the subject or item can be seen directly and can add secondary and primary data (Zhurofa & Surahmadi, 2020).

Interview

This interview method is carried out so that the author understands the information provided by the research subjects. And hopefully through this interview, the author can take clear data about the Study of Promotion Programs and Service Quality to achieve Customer Satisfaction at Indomaret Bendul Sukatani.

Documentation

In this study, documentation was taken in the form of pictures of research results and direct interviews with related parties.

Result And Discussion

SWOT analysis is a strategic planning technique used to assess the strengths, weaknesses, opportunities, and threats of speculative projects or businesses. And it can be practiced by seeing and organizing things in a way that affects all four aspects (Saepudin & Muljadi, 2022).

The strategic decision-making process is always connected to the company's development goals, objectives, strategies, and policies. Therefore, business strategy planning must assess these aspects (strengths, weaknesses, opportunities, and threats) in the current environment. (Nurhayaty, 2017).

Internal Strategic Analysis Summary (IFAS)

a. Strength

Based on the analysis obtained in the form of Indomaret Bendul Sukatani's strength in marketing strategies, among others: Provide competitive prices compared to promotional prices at competitors' places; Provide good education to cashiers to be informative to consumers who shop; Good and clear promotional facilities, both around the store and on social media; Large

parking lot; Available supporting facilities such as bank ATMs in the store; The location of the store is very strategic and easy to find.

b. Weakness

Based on the analysis obtained in the form of weaknesses owned in Indomaret Bendul Sukatani in marketing strategies, as follows:

Lack of human resources makes services not optimal and rely on each other; There are some human resources who are not alert, lack of education about speed and accuracy; Price Differences That Often Occur Cause Consumer Complaints; SOP of sales transactions that are still violated; Lack of education about the dangers of fraud, which if done can harm personnel

External Factors (EFAS)

a. Opportunities

Opportunity is a factor of company strength that comes from outside the company environment. Based on the analysis that has been done, here are the opportunities that Indomaret Bendul Sukatani has: Promotion program that is always held every week; Consumptive people in the

Sukatani area; Indomaret Poinku / Point Exchange Program that attracts consumers to collect Points every time they shop at Indomaret; Special Products that vary only owned by Indomaret Bendul Sukatani; Facilities in adequate customer service (such as edc machines for E-Toll top up

b. Threats

Threats are external factors in the form of situations that must be addressed immediately and immediately overcome so as not to affect product marketing. Many Competitors Promote Heavily; New competitors who continue to innovate and emerge; Limited market; Wild Parking; Changing Consumer Interests


III. Supporting Strategy Turn Around 2,49	I. Supporting Strategy Agresif 
IV. Strategy Support defensif	II. Supporting Strategy Diversification 2,49

Figure 1. SWOT Matrix
 Source: Processed data, 2023

Based on the table above, the strength is 4.35 while the weakness is -1.86, so the internal quadrant factor is $4.35 - 1.86 = 2.49$ means that the ability of Indomaret Bendul Sukatani to utilize strengths and overcome internal weaknesses is very good. The odds of the strategy are 4.29 and the threat is -1.80 so the external quadrant factor is $4.29 - 1.80 = 2.49$. This means that the ability to overcome threats and take advantage of opportunities in Indomaret Bendul Sukatani is still very good. If the two values are put together in the IE matrix, it will enter quadrant 1, which supports Oriented Strategy. The SWOT diagram will show in which position the marketing strategy in Indomaret Bendul Sukatani.

implemented in the following ways:
 The promotional program provided is much more competitive with affordable prices and provides promotional brochures / leaflets and spreads throughout the surrounding community; Creating opportunities for consumptive people by providing brief, clear information on the advantages of the Indomaret Poinku application to get more points from every purchase to be exchanged for promo/free products so that consumers are interested in shopping again; Coordinate with superiors in the store and cooperate with RT/RW so that there is no illegal parking in the Indomaret Bendul Sukatani Store area; Evaluation and improvement of customer service by Indomaret Bendul Sukatani Store Team.

Table 4.2 Quadrant Matrix Diagram

Strength		IFAS	IFAS	EFAS	EFAS
EFAS	IFAS	Strength	Weakness	Opportunity	Threats
Marketing Strategy		4,35	1,86	4,29	1,80
Quadrant		$4,35-1,86 = 2,49$		$4,29-1,80 = 2,49$	

Source: Processed data, 2023

Based on the diagram above, the point is in quadrant I. Indomaret Bendul Sukatani has enormous strength and opportunities to support in marketing strategies, this can be

a. SO (Strength Opportunity)

This strategy results from the combination of Strengths and Opportunities owned by Indomaret Bendul Sukatani

1. There are special promotions every week at competitive prices and more affordable than other competitors
2. Providing more communicative and recurring information on the advantages of applications that are already available to lure consumers back to shop at Indomaret Bendul Sukatani.

b. WO (Weakness Opportunity)

This strategy results from a combination of Weaknesses and Opportunities owned by Indomaret Bendul Sukatani : Store Team SOPs that must be run correctly and according to company provisions; Renewal of quality and selected human resources with training that has been provided by the company; Update Pricetag regularly on shelves that are prone to price changes; Provision of overall education in services both for Internal and External periodically (Training)

c. ST (Strength Threat)

This strategy results from the combination of Strength and Threat owned by Indomaret Bendul Sukatani: Continuous Promotional Offers; Pricing and Promotion Strategy; Improved Service Quality

d. WT (Weakness Threat)

The right Marketing Strategy: Conduct continuous training for personnel stationed at Indomaret Bendul Sukatani; Understanding of all SOPs in the company/store.

There is a clear picture of what is in the SO, WO, ST, WT strategy. Such as how important service quality is, understanding in promotional information in stores, and the right marketing strategy, according to research by Silitonga, S.P (2021). The Effect of Promotion and Service Quality on Customer Satisfaction at Indomaret Gaperta Medan Branch, that promotion variables, and service quality positively affect service quality variables as well as the importance of increasing Promotion, and Service Quality aimed at Customer Satisfaction towards this retail business.

CONCLUSION

At Indomaret Bendul Sukatani, the promotion process is carried out continuously by the cashier, although constrained by lack of human resources. The efforts made by the store team are quite good in offering promotional products and submitting additional personnel that have been done. Competitive prices offered in promotions have become one of the more enticing consumers in shopping. Promotional features in the form of the Indomaret Poinku application help increase consumer shopping interest by not forgetting to always be offered by the cashier during transactions at the cashier. The factor that can be improved is to provide a more understandable understanding of the advantages of the Indomaret Poinku application program. So that the ongoing promotional program can be better known directly by Indomaret consumers and of course add to the surge in sales and targets achieved. The quality of service provided by the Indomaret Bendul Sukatani store team is good enough to uphold SOP 7 Vocabulary Services provided by the Company. The SOP has been carried

out as it should. It's just that there are still store personnel who are still indifferent in service, so they must be evaluated by the company or given continuous training on how to return to the basics of good service. And programs that are already running in the Online and Offline Shopping system can be further improved speed and accuracy in their services. Because this program is of course to make it easier for consumers to shop quickly without queuing. Customer Satisfaction From the results of interviews with consumers, there are still consumers who complain about inappropriate prices, and slow transactions. Make consumers disappointed in transactions at the checkout. But not a few consumers are also satisfied shopping at Indomaret Bendul Sukatani. In addition to complete facilities and infrastructure, clean stores, competitive prices with other minimarkets. Indomaret Bendul Sukatani personnel really maximize the 3S greetings, smiles, greetings emphasized by the company.

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