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Effect of Service Quality on Customer Satisfaction (Case Study in Indomaret KM 30)

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Abstract:- This research aims to analyze the effect of service on consumer satisfaction in Indomaret KM 30. Based on the results of the study, which was conducted on 52 correspondents the results of analysis and discussion that have been put forward by the author on consumer satisfaction in Indomaret Ahmad Yani Km 30 stores in the previous chapters, the conclusions of the entire study results were drawn.

Keywords:- *Services Quality, Consumer Satisfaction, Indomaret.*

I. INTRODUCTION

The progress of business, especially retail in Indonesia, greatly affects the purchasing power of people who demand more convenience in shopping. The biggest challenge in business especially retail is creating new innovations and retaining satisfied customers. No company lasts long if there are no customers who are satisfied with the service and quality we provide, such as the creation of convenience stores, such as neatly arranged shelves, clean, bright lighting, air-conditioned rooms, spacious parking lots, and others. Najib and Sosianika stated that competitive demands in the retail industry make the quality of service an important determinant. [1]. Customer satisfaction and overall customer loyalty to store performance The Company works hard to maintain its company to attract customers to feel satisfied with the quality of good and comfortable service. Meuter, et al state that the service system must be acceptable to consumers so that it simultaneously produces minimal service with or no employee involvement.

Minimarket competition in Indonesia is very tight and can be seen from the competition between 2 big names in the minimarket retail brand, namely indomaret and alfamart. Competition between indomaret and alfamart is very tight, these two well-known retail brands continue to fight for all strategies.So, the demand from the franchise is increasingly booming. Those who are interested in partnering are not only among ordinary people, but also among officials, and artists. Indomaret is a minimarket retail network managedby PT.IndomarcoPrismatama, a subsidiary of PT. Indoritel Makmur InternasionalTbk (Part of Salim Group) which was established in 1997 with headquarters in Jakarta and houses three business units engaged in retail and wholesale sales, namely indomaret units, indogrosir units and indokomas units.

Indomaret's efforts to compete with other minimarkets include strategiclocations, in various cities and breaking through to villages that are easily affordable, fast service, clean and comfortable places is a shopping concept that is highly demanded by today's society, establishing such service strategies and locations to attract consumers, for example by providing quality services, set a high price, provide coupons for certain products, opening as a 24-hour indomaret outlet, non-cash payment and others. Indomaret strives to provide the best service for its customers. Wu &Wang revealed that value received and customer satisfaction are two significant variables of its ability to mediate the relationship between service quality and customer loyalty.[3]

Table 1. Sales Data Indomaret in 2019

Month	Number of Shoppies (Person/Struck)
January	8.888
February	8.317
March	10.137
April	9.699
May	9.950
June	9.675
June	12.555
August	10.673
September	10.853
October	10.774
November	10.635
December	11.113

Source: Indomaret Km30 minimarket sales data

Based on Table 1 above shows that, sales in this indomaret minimarket are experiencing ups and downs, so we conclude the lack of development levels for consumers who shop in indomaret km 30.

The operational system has been implemented by the head office, as nasari franchisees are also entitled to provide input to improve the quality of service in Indomaret stores. The proposal that has been submitted and successfully implemented is to hold regular training every 3 months to all employees its goal is to improve the quality of good service so that it is expected to spur business development, providing good imaging for each Indomaret store that employees meet the standardization of services applied by the company. Ushanta, *et al* stated that the quality of service became one of the solid foundations and one of the important determinants to obtain the final goal in the retail sector. At the time of indomaret as a young retail compared to other minimarkets, indomaret tried to align with other minimarkets so that the author was interested in doing minimarket research, here is

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data on the number of consumers who shop at indomaret store km 30.

II. REVIEW OF THOSE AND PREVIOUS RESEARCH

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in a way that benefits the organization and its stakeholders, Drucker's marketing goal is to know and understand customers well so that products and services can fit their needs so that theyare sold in the market. ndiri [5].

Orel and Kara [6]. In his research of 275 correspondents conducted research that showed that the quality of service with their own serviceby customers has a positive effect on loyalty through customer satisfaction. Customer satisfaction aims to measure satisfaction through the perception felt by consumers in various companies, industries, economic sectors, and the national economy. Satisfaction relates to the relationship between the transaction and the desired service from the outcome of the service meeting that affects consumer change post-purchase[6].

Quality of service is an essential element to growing customer loyalty. Customer loyalty is defined as the possibility of increasing and repeating purchases of goods or services offered by the company. Customer loyalty means having built a good mindset and attitude towards the quality of a company.

The quality of service not only increases customer loyalty but also affects the increase in customer numbers.Gorilla suggests that service is a meeting that refers to customer interaction with a company that provides a consumer experience during the decision-making process to buy. As a process, purchasing decisions are not simple actions, in line with this Cronin et al state that decision making is a complex and comprehensive process, in which buyers evaluate the quality they will receive.

Concept quality Service is the focus of assessment that reflects consumer perception of the five physical dimensions and performance of the service, Bitner, *et al* it reveals that there are five dimensions used to measure the quality of service, namely; 1) Direct evidence (*tangible*2) reliability (*reliability*3) Responsiveness *(Responsiveness),* 4) Guarantee *(Insurance),* 10]

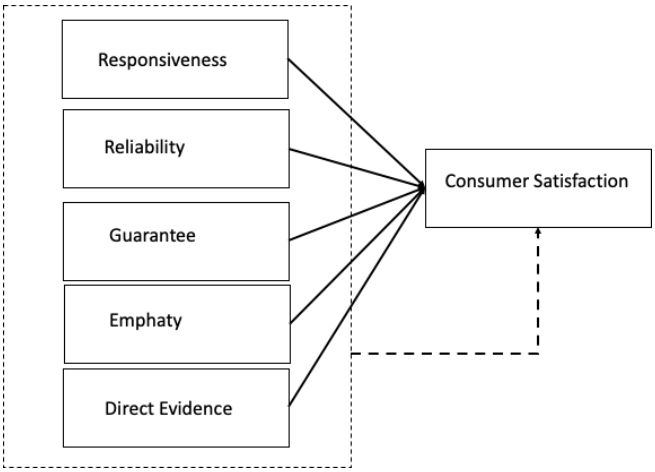

Figure 1. Research Framework

Description: → Simultaneous Effect

- - → Partial Effect

III. HYPOTHESIS

- H1: Responsiveness has no effect on consumer satisfaction
- H2 Reliability has no effect on customer satisfaction
- H3: Guaranteehas no effect on consumer satisfaction
- H4: Emphaty has no effect on consumer satisfaction
- H5:Direct evidence has no effect on consumer satisfaction.

IV. METHODS

This research aims to analyze the effect of service on consumer satisfaction in Indomaret KM 30 located on JL. Ahmad Ayani Km 30, located close to Denzipur 8 (mangosteen guntung). The study was conducted for one month from June 2019 to July 2019. Independent variables that affect on consumer satisfaction (dependent variabel) are:Responsiveness (X1); Reliability (X2); Guarantee (X3); Empathy (X4); Direct Evidence (X5).

➢ Responsiveness

Responsiveness is the willingness of employees to help customers and provide services quickly and hear and overcome complaints filed by consensus.

➢ Reliability

Reliability is the ability to provide services in accordance with the promised trusted and accurate, consistent and service conformity..

➢ Assurance

Assurance is the ability of employees to provide confidence and confidence in the promises that have been put forward to consumers.

➢ Empathy

Empathy is the willingness of employees and employers to care more about paying personal attention to customers. For example, employees or employers should try to put themselves as customers. If customers complain, solutions should be sought to reach harmonious agreement by showing genuine care..

➢ Direct evidence

Direct evidence in the form of display of physical facilities, equipment, and as communication materials.

This study uses several data analysis techniques to obtain comprehensive results, including the following: .

A. *Validity Test and Reliability Test*

a) Validity Test

The validity test is carried out with the following procedure::

The result of r is calculated compared to r table where df = n-2 with sig 5%. If the r table < r calculates then it is valid [6]. The formula is as follows.

$$rxy = \frac{n(\sum xy) - (\sum x \sum y)}{\sqrt{n\sum x2 - (\sum x)2[n\sum y2 - (\sum y)\,2]}}$$

Description:

N = Number of respondents

Rxy = Correlation coefficient between variables X and Y

$\sum xy$ = Number of multiplications between variables X and Y

$\sum x_2$ = Sum of squares of value X

$\sum y_2$ = Sum of squares of the value Y

$(\sum x)^2$ = Number of X values then squared

$(\sum y)^2$ = The number of Y values is then squared

b) Reliability Test

Reliability is to demonstrate the consistent level and accuracy of measurement results. In SPSS there are facilities that can be used to measure reliability, namely if the questionnaire is said to be reliable if the alpha value> 0.60 then reliable [6]. The formula is as follows:

$$R11 = \left(\frac{K}{K-1}\right)\left(1 - \frac{\sum \partial 2b}{\partial 2t}\right)\left(\frac{K}{K-1}\right)\left(1 - \frac{\sum \partial 2b}{\partial 2t}\right)$$

Description:
R11 = reliability sought
K = Number of question items tested
$\Sigma\partial 2b$ = Number of variants score each item
$\partial 2t$ = Varian total

B. Classic Assumption Test

a) Multicollinearity Test

The multicollinierity test aims to test whether regression models found correlations between free variables [7]. A good regression model should not have a correlation between independent variables. If independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values between fellow independent variables are equal to zero. So a low *tolerance* value equal to a high VIF value (because VIF = 1 /*tolerance) the common cut off* value used to indicate the existence of multicollinearity is a *tolerance* value of> 0.1 or equal to the value of VIF < 10.

b) Heteroskedasticity Test

The multi collinierity test aims to test whether regression models found correlations between free variables [7]. A good regression model should not have a correlation between independent variables. If independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values between fellow independent variables are equal to zero. So a low *tolerance* value equal to a high VIF value (because VIF = 1 /*tolerance) the common cut off* value used to indicate the existence of multicollinearity is a *tolerance* value of> 0.1 or equal to the value of VIF < 10.

The results can be seen from *the Scatterplot* graph between the predictive value of dependent variables with their residuals. If it forms a certain or regular pattern, it identifies heteroskedasticity. Conversely, if the existing points spread above and below the number 0 of the Y axis, there is no heteroskedasticity.

c) Normality Test

The normality test aims to test whether in a regression model, a confounding or residual variable has a normal distribution, a free variable or both have a normal distribution or not. A good regression model is normal or near zero. A normal distributed data is seen from its spread on the diagonal axis of the graph on the basis of the following decision [7].

- If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets normality.
- If the data spreads away from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet normality.
- Multiple Linear Regression Analysis

Multiple linear regression analysis, i.e. the relationship between responsiveness (X1), reliability (X2), guarantee (X3), hadi (X4) and tangible (X5) and to customer satisfaction (Y). The model of relationships between variables can be arranged in the equation below:

Y = b1x1 +b2x2 +b3x3 + b4x4 + b5x5 + e

Descriptipn :

Y = Customer satisfaction
b1 = regression coefficient of responsiveness
b2 = regression coefficient of reliability
b3 = regression coefficient of guarantee
b4 = regression coefficient of emphary
b5 = regression coefficient of direct evidence
x1 = responsiveness
x2 = reliability
x3 = guarantee
x4 = emphaty
x5 = direct evidence
e = eror

A. Hypothesis Test

a. Partial Effect Significant Test (t test)

This test is used to determine whether in an independent variable regression model it partially has a significant effect on dependent variables. The calculation formula in this regression analysis is as follows.

The basis of decision making is carried out with the following criteria of significant probability numbers: :

- If the probability t > 0.05 then Ho is accepted and HA is rejected;
- If the probability t < 0.05, then Ho is rejected and HA is accepted;

b. Simultaneously Significant Test (f test)

This test is used to find out whether independent variables together significantly affect dependent variables, or are used to find out whether regression models can be used to predict dependent variables or not. Significant means the relationships that occur can apply to the population (generalized).

The basis of the decision-making criteria is through significant probability numbers as follows::

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- If the probability f> 0.05 then Ho is accepted and HA is rejected
- If the probability f< 0.05, then Ho is rejected and HA is accepted

1. Coefficient of Determination

This analysis is used to determine the percentage of contributions of independent variable influence simultaneously to dependent variables. If^{R2} is worth 0 then there is not the slightest percentage of influence contributions that independent variables give to dependent variables, but if R^2 is worth 1 then the contribution of influence given by independent variables to dependent variables is perfect.

$$R^2 = \frac{(ryx_1)_2 + (ryx_2)_2 - 2.(ryx_1).(ryx_2).(rx_1.x_2)}{1 - (rx_1x_2)_2}$$

Description;

R^2 = Coefficient of Determination

ryx_1ryx_1 = Simple correlation ((product moment person) Between X1 and Y

ryx_2ryx_2 = Between X1 and Y

$rx_1x_2rx_1x_2$ =Simple correlation of X1 with X2

V. RESULTS AND DISCUSSION

1. Results

The research correspondent total 52 people consisting of 28 women with 54% presentation and 24 men with 24% presentation. Based on the type of correspondent's work in a row starting from the highest, namely 1) civil servants as many as 21 people with a presentation of 40%, 2) housewives as many as 18 people, with 35%, and 30 private jobs as many as 13 people with a percentage of 25%.

Table 2 validity and reliability Test

Question	Validity			Validity	
	r count	r table	Status	Alpha	Status
X_1Responsiveness					
Item 1	0.825	0.273	Valid	0,745	Reliable
Item2	0.511	0.273	Valid	0,745	Reliable
Item3	0.599	0.273	Valid	0,745	Reliable
Item4	0.354	0.273	Valid	0,745	Reliable
Item5	0.795	0.273	Valid	0,745	Reliable
X_2Reliability					
Item1	0.792	0.273	Valid	0,733	Reliable
Item2	0.565	0.273	Valid	0,733	Reliable
Item 3	0.520	0.273	Valid	0,733	Reliable
Item4	0.623	0.273	Valid	0,733	Reliable
Item 5	0,479	0.273	Valid	0,733	Reliable
X_3Guarantee					
Item 1	0.571	0.273	Valid	0,755	Reliable
Item2	0.476	0.273	Valid	0,755	Reliable
Item 3	0.677	0.273	Valid	0,755	Reliable
Item4	0.686	0.273	Valid	0,755	Reliable
Item 5	0.620	0.273	Valid	0,755	Reliable
X_4Emphaty					
Item 1	0.529	0.273	Valid	0,781	Reliable
Item 2	0.750	0.273	Valid	0,781	Reliable
Item3	0.583	0.273	Valid	0,781	Reliable
Item4	0.555	0.273	Valid	0,781	Reliable
Item 5	0.771	0.273	Valid	0,781	Reliable
X_5Direct Evidenc					
Item 1	0.647	0.273	Valid	0,767	Reliable
Item 2	0.481	0.273	Valid	0,767	Reliable
Item 3	0.551	0.273	Valid	0,767	Reliable
Item4	0.487	0.273	Valid	0,767	Reliable
Item 5	0,724	0.273	Valid	0,767	Reliable
Y Customer Satisfaction					
Item 1	0.278	0.273	Valid	0,702	Reliable
Item 2	0.506	0.273	Valid	0,702	Reliable
Item 3	0.318	0.273	Valid	0,702	Reliable
Item 4	0.511	0.273	Valid	0,702	Reliable
Item 5	0.475	0.273	Valid	0,702	Reliable

[a.]Sumber : Hasil output uji validitas dan reliabilitas

[b.](Lampiran 3)

A. Classic Assumption Test

- Normality

Normality testing is done against residual regression. The test is done using p-P plot graphics.Normal data is data that forms dots that spread not far from diagonal lines. The results of linear regression analysis with normal P-P plot graph against residual error regression model obtained already show the existence of a normal chart pattern, namely the distribution of points that are not far from the diagonal line.

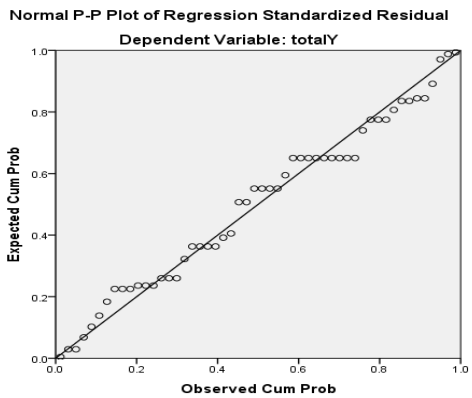

Figure 2. p-plot graph normality test results

Based on the results of the normality test of the P-Plot chart above the analysis author of the table image graph, the dots spread not far from the diagonal line. This can be concluded that the data used shows normal indications. So this data is worth using to predict consumer satisfaction-bound variables (Y) based on entering free variables responsiveness (X1), Reliability (X2), Guarantee (X3), Empathy (X4), and Direct Evidence (X5).

- Heteroskedasticity Test

The purpose of the Heteroskedasticity Test is to test whether in regression models there is variance from residual observation to another observation.

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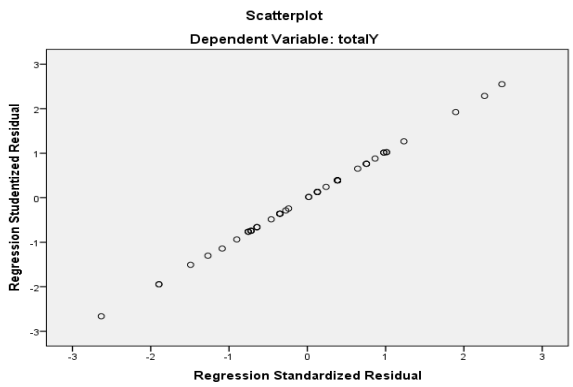

Figure 3. Results of Scatterplot Heteroskedastisity Test

Based on the results of the Scalterplot graph shows no clear pattern and no point spread above and below the number 0 and on the Y axis. So the authors conclude that there is no heteroskedasticity in regression models or correlations between free variables.

B. Multiple Linear Regression Analysis

The purpose of multiple linear regression analysis is to know the relationship between free variables i.e. responsiveness (X1), reliability (X2), assurance(X3), empathy (X4) and direct evidence (X5) to bound variables i.e. consumer satisfaction (Y). statistical calculations in the double liner analysis used in this study are using the help of *SPSS* . The results of data processing using SPSS are more in the appendix and are further described in Table 3 below

Table 3. multiple linear test results

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.738	2.018		5.322	.000		
	Responsiveness	.009	.265	.012	.035	.972	.112	8.898
	Reliability	.125	.218	.159	.573	.569	.178	5.630
	Guarantee	-.107	.221	-.133	-.481	.633	.177	5.643
	Empathy	.045	.159	.063	.281	.780	.271	3.688
	Direct Evidence	.373	.160	.541	2.339	.024	.255	3.927

[c]Sumber : Hasil Estimasiregresiberganda (Lampiran 5)

Regression equation model that can be written from these results in the form of regression equations as follows.

Y= 10,738 a (0,009 X1 + 0,125 X2 – 0,107 X3 + 0,045 X4 + 0,373 X5.

C. Hypothesis Test

1. t -test

The t test aims to show how far the influence of individually free variables in illumination and bound variables. From the results of data processing through *the SPSS* obtained the following table.

Table 4. test results t Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	10.738	2.018		5.322	.000		
totalX1	.009	.265	.012	.035	.972	.112	8.898
totalX2	.125	.218	.159	.573	.569	.178	5.630
totalX3	-.107	.221	-.133	-.481	.633	.177	5.643
totalX4	.045	.159	.063	.281	.780	.271	3.688
totalX5	.373	.160	.541	2.339	.024	.255	3.927

a. Dependent Variable: totally

[e]Sumber : Hasil Estimasiregresiberganda (Lampiran 5)

2. F-TEST

UJi F aims to know that free variables have a commoninfluencewithbound variables. From this result data processing using *the SPSS program for Windows version 22.0*

Table 5. f anova test results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	67.314	5	13.463	5.485	.000[b]
	Residual	112.916	46	2.455		
	Total	180.231	51			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), totalX5, totalX2, totalX4, totalX3, totalX1

Based on the results of the SPSS for Windows version 22.0 program above, the calculated F is worth 5,485 with a significance of 0.000 and the F Table is worth 2.40 with a significance of 0.05 (5,485 > 2.40). Showing that H1 is accepted and H0 is rejected which means that together the variables of responsiveness, reliability, assurance, empathy and direct evidence have an influence on the bound variables that are consumer satisfaction variables. So that the regression model can be used to predict the influence of the six variables that have been proposed above.

Coefficient of Determination (Adjusted R Square)

The R2 test aims to measure how far the variable's ability is bound, while the rest is explained by other variables outside the model. Every addition of one bound variable, then R2 definitely increases no matter if the variable has a significant effect on the bound variable. Therefore, in this study used the R Square value to evacuate the best regression models.

Table 6. test results r model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.373	.305	1.567

a. Predictors: (Constant), totalX5, totalX2, totalX4, totalX3, totalX1

b. Dependent Variable: totally

Based on the output of spss summary model is known the magnitude of R Square is worth 0.305 which means if we say to the percentage is 30.5%. The bound variable of consumer satisfaction (Y) can be explained by five free variables namely responsiveness, reliability, jamianan, empathy, and direct evidence and the rest is explained by other causes beyond the specified variables.

Based on the output of SPSS summary model is known the magnitude of R Square is worth 0.305 which means if we say to the percentage is 30.5%. The bound variable of consumer satisfaction (Y) can be explained by five free variables namely responsiveness, reliability, guarantee, and direct evidence and the rest is explained by other causes beyond the specified variables.

2. DISCUSSION

The results of regression based on calculations using the *SPSS For Windows version 22.0* programare:

Y= 10.738 a (0.009 X1 + 0.125 X2 – 0.107 X3 + 0.045 X4 + 0.373 X5. 1.a regression equation is explained that the reliability variable negatively affects -0.107 and other positive variables that are more influential are direct proof variables of 0.373.

Value a = 10.738 means that if there is no increase in variable responsiveness, reliability, assurance, empathy and direct evidence with value or unchanged then the value of Y (consumer satisfaction) or value a remains at 10,738.

The responsiveness value for variable X1 is 0.009, meaning that each increase in responsiveness is the only one. Then consumer satisfaction will rise by 0.009 assuming that the other free variable regression model is fixed.

The reliability value for variable X2 of 0.125 means that each increase in responsiveness is the only one. Then consumer satisfaction will rise by 0.125 assuming that the other free variable regression model is fixed.

The guarantee value for variable X3 of -0.107 means that each increase in responsiveness is the only one. Then consumer satisfaction will rise by -0.107 assuming that the other free variable regression model is fixed.

The empathy value for variable X4 of 0.045 means that each increase in responsiveness is the only one. Then consumer satisfaction will rise by 0.009 assuming that the variable beba 2 other regression models are fixed.

The direct proof value for variable X1 is 0.373, meaning that each increase in responsiveness is the only one. Then consumer satisfaction will rise by 0.373 assuming that the other free variable regression model is fixed.

Based on the results of the test, reliability, assurance, empathy and direct evidence affect consumer satisfaction of Indomaret Ahmad Yani Km 30. While responsiveness negatively affects satisfaction in TokoIndomaret Ahmad Yani Km 30.

From the test results f then $F_{calculated}$ worth 5.485 with significance of 0.000 and F_{table} worth 2.40 with significance of 0.05 (5,485 > 2.40). Showing that$_{H1}$ is accepted and H0is rejected which means that together the variables of responsiveness, reliability, assurance, empathy and direct evidence have an influence on the bound variables that are consumer satisfaction variables. So that the regression model can be used to predict the influence of the six variables that have been proposed above.

The result of *R Square* is worth 0.305 meaning that consumer satisfaction can be explained by five free variables namely responsiveness, reliability, jamianan, empathy, and direct evidence of 30.5% while the rest is explained by other variables.

VI. CONCLUSION

Based on the results of the study, the results of analysis and discussion that has been put forward by the author on

consumer satisfaction at Indomaret Ahmad Yani Store km 30 in the previous, the conclusions of the overall research results are drawn.

Based on the results of the processing of research data, the multiple regression equations are as follows; Y= 10.738 a (0.009 X1 + 0.125 X2 – 0.107 X3 + 0.045 X4 + 0.373 X5.

Based on the results of the test, reliability, assurance, empathy and direct evidence affect consumer satisfaction of Indomaret Ahmad Yani Km 30. While responsiveness negatively affects customer satisfaction.

Based on the results of F, then $F_{calculates}$ worth 5.485 with significance of 0.000 and F_{table} is worth 2.40 with significance of 0.05 (5.485 > 2.40). Showing that$_{H1}$ is accepted and H0is rejected which means that together the variables of responsiveness, reliability, assurance, empathy and direct evidence have an influence on consumer satisfaction variables.

Test R results contributed to the influence of free variables (Responsiveness (X1), reliability (X2), assurance (X3), empathy (X4), and direct evidence (X5) to consumer satisfaction (Y) Of Indomaret Ahmad Yani Km 30 Store by 30.5%. The remaining 69.5% is explained by other variables.

VII. SUGGESTIONS

From the conclusions that have been stated earlier, then the next is that the author will present suggestions as input for the company, namely as follows.

- The company should really pay attention to the quality of service, namely Responsiveness, Reliability, Assurance, Empathy and Direct Evidence because these 5 factors greatly affect consumer satisfaction when shopping at Indomaret Ahmad Yani Km 30 Stores, especially the guarantee and Empathy factors, by increasing Empathy to consumers allowing to be more evaluated due to the lack of respondents from consumers who answered less satisfied with the guarantees of Indomaret Ahmad Yan Store employees. i Km 30 handles the consumer response of consumer demand, in order to maintain consumers who have shopped in the store so that consumers shop back and maintain direct evidence so that consumers always feel satisfied what has been given by the company to indomaret customers.
- To support the number of consumers more and sales of TokoIndomaret Km 30 higher should the company management further improve the quality of service in a way. For example, giving the impression to the first customer when the consumer comes, such as giving a smile to the newly entered consumer, so that consumers feel satisfaction with the service in the indomaret store.

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