CUSTOMER SATISFACTION ANALYSIS OF REPURCHASING LEVEL USING THE CUSTOMER SATISFACTION INDEX IN RETAIL

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ABSTRACT

The purpose of this study was to determine and analyze the effect of customer satisfaction on the level of repurchase by using the customer satisfaction index at retail in the Jember district campus area. The minimarket type retail was chosen in the Jember district campus area because in the campus area there are many students and employees who come from outside Jember and their behavior tends to prefer shopping at minimarket retail types than other types of retail. The variables that became the object of observation in the study were Customer Satisfaction. The dimensions used to measure the quality of service itself include: Tangibles (Direct Evidence) with indicators: Employees are skilled in providing services and the comfort of the place to perform services, Reliability with indicators: Employees are careful when serving customers and employees quickly respond to customer needs, Responsiveness (Responsiveness) with indicators: Employees are fast in carrying out their duties and employees correctly carry out their duties, Assurance with indicators: Employees provide guarantees on time in service and products that are not good can be returned, Empathy (Empathy) with Indicators: Employees are polite in serving and employees do not discriminate against consumers in providing services. Sample of 100 respondents. The sample criteria were that they had bought at retail minimarkets around the Jember district campus and were more than 17 years old. In this study using SPSS version 23.00 software. The results of the CSI (Customer Satisfaction Index) calculation above obtained a figure of 80.8% which means that customer satisfaction which consists of Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empaty (empathy) has satisfied category. The satisfied category still has to be maintained and improved, because all parties are competing to attract consumers' attention and fulfill customer satisfaction by always innovating and adapting to environmental changes.

Keywords: Customers, Retail, Satisfied, Repeat Purchase

1. INTRODUCTION

Globalization makes competition in domestic and foreign markets increasingly tight, so companies must develop appropriate strategies in order to compete and survive. One of the important things in the strategy is customer satisfaction because satisfied consumers will make repeat purchases. This consumer satisfaction can be achieved by improving the quality of products, services, prices and promotions. Companies must also be responsive to consumer behavior and changes.

Consumer behavior is a human attitude that is easy to change because it is influenced by the surrounding environment or changes that come from within. The company expects consumer behavior to continue to use the company's products or make repeat purchases. Repurchase or repeat purchase is to make a purchase more than once of the same product (Peter, J Paul & Olson, 2002). Consumers who make repeat purchases mean that consumers are satisfied, this can encourage consumers to become loyal customers for the company and consumers will voluntarily tell positive things about the company's products to relatives and friends. repurchase behavior is also related to the theory of brand loyalty, which is related to the stability of the company's marketplace (SCHIFFMAN, L. G., 2007). The customer's future intention to repurchase must be measured to find out the customer's desire to remain loyal/leave an item/service. Consumers who feel happy and satisfied with the goods/services they have purchased will think about repurchasing the goods/services. Repeated purchases will make consumers loyal to an item / service (Hall, 1978).

Customer satisfaction (Kotler, 2010) is a sense of pleasure or disappointment that exists after comparing the performance (outcome) of the product thought to the expected performance (outcome of the product). Customer satisfaction is determined by the quality of the goods or services offered, so quality is a top priority for the company as a benchmark for competitive advantage. Therefore, every goods or service company must plan, organize, implement, and control a service quality system in such a way that the service can satisfy customers and have a positive impact, namely loyalty in using the services of the company.

The method used to analyze customer satisfaction on the level of repurchase by using the customer satisfaction index (CSI). The Customer Satisfaction Index (CSI) is a measurement method to determine the overall level of customer satisfaction by considering the importance of the service quality attributes being measured. The results of this CSI measurement can be used as a reference to determine targets for improving service to customers (Kotler, 2010). Improved customer service is also needed in retail so that the rate of repeat purchases rises.

consumer satisfaction is the most influential variable in consumer repurchase decisions (Nugraha & Ph, 2016). Satisfaction, merchandise, and promotions have a significant individual effect on customer loyalty (Indrasari, 2017). The application of retail mix elements can lead to consumer repurchase (Tjoa Valdion Hatane Semuel, 2012).

The growth of retail in Jember Regency has increased competition among these retailers. However, in the fierce competition, not all retailers are able to survive and thrive. To be able to survive and develop, a company must understand consumer behavior in order to be able to lead to consumer repurchase so that in the end it can compete with other companies. Consumers who are dissatisfied with the shopping experience at a retail, tend not to make repeat purchases at that retail (Berman, Barry & Evans, 2007). For this reason, companies need to conduct consumer satisfaction analysis in order to provide satisfaction to consumers and influence consumers to make decisions. repurchase of the company.

Research is formed because of certain goals to be achieved. The purpose of this study is to determine and analyze the effect of customer satisfaction on the level of repurchase by using the customer satisfaction index at retail in the Jember district campus area. The minimarket type retail was chosen in the Jember district campus area because in the campus area there are many students and employees who come from outside Jember and their behavior tends to prefer shopping at minimarket retail types than other types of retail.
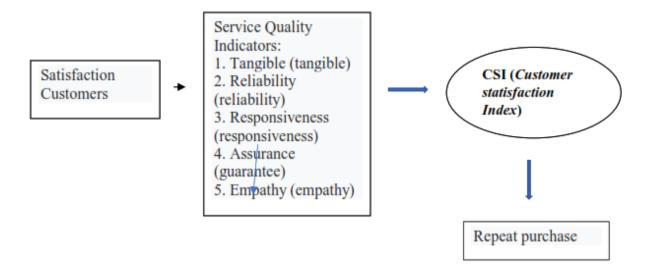
2. CONCEPTUAL FRAMEWORK

Figure 1 Conceptual Framework

Based on Figure 1 measurement of customer satisfaction with the Customer Satisfaction Index (CSI) method as a factor to analyze the strength of customer satisfaction in measuring the level of repeat purchases at retail.

3. METHOD

The variables that will be observed as well as the object of observation in the study are Customer Satisfaction. The dimensions used to measure the quality of service itself include: Tangibles (Direct Evidence) with indicators: Employees are skilled in providing services and the comfort of the place to perform services, Reliability with indicators: Employees are careful when serving customers and employees quickly respond to customer needs, Responsiveness (Responsiveness) with indicators: Employees are fast in carrying out their duties and employees correctly carry out their duties, Assurance with indicators: Employees provide guarantees on time in service and products that are not good can be returned, Empathy (Empathy) with Indicators: Employees are polite in serving and employees do not discriminate against consumers in providing services.

The population in this study were all retail buyers in the Jember district campus area. The existing population is unknown in number, so it is not possible to examine the entire existing population, so a representative population is formed. The determination of the number of representative samples depends on the number of indicators multiplied by 10 (Ferdinand,2014). The formula is n = number of indicators x 10. Then the sample obtained is as follows: n = 10 x 10 = 100 respondents. The sample criteria are that they have bought at retail minimarkets around the Jember district campus and are more than 17 years old. In this study using SPSS version 23.00 software.

4. RESULT

56 respondents were male (56%) and 44 female respondents (44%). Respondents aged 15 to 25 years amounted to 20 people or 20%, ages 26 to 40 years amounted to 36 people or 36%, and ages 41 to 50 years amounted to 44 people or 44% of the total respondents which amounted to 100 people. The largest number of respondents were respondents aged 41 to 50 years

totaling 44 people or 44%. Respondents with a high school diploma (30%), diploma 24 people (24%), and bachelor degree 46 people (46%).

Table 1 Performance Level Validity Test Result

Variabel/Indikator			
Tangible	**r hitung**	**r tabel**	**Information**
X1.1	0,693	0,197	Valid
X1.2	0,693	0,197	Valid
Reliability			
X2.1	0,680	0,197	Valid
X2.2	0,662	0,197	Valid
Responsiveness			
X3.1	0,707	0,197	Valid
X3.2	0,684	0,197	Valid
Assurance			
X4.1	0,632	0,197	Valid
X4.2	0,687	0,197	Valid
Empathy			
X5.1	0,687	0,197	Valid
X5.2	0,687	0,197	Valid

Table 1 explains that the correlation between each indicator on the construct score of each variable shows valid results. Because r count > r table 0.197, it can be concluded that all question items are declared valid.

Table 2 Mean Importance Score Performance Level Score

Statement	Mean
K1	3.79
K2	3.71
K3	3.89
K4	3.91
K5	3.83
K6	3.9
K7	3.78
K8	4.01
K9	3.86
K10	3.83

Source : Primary Data Processed 2021

The first statement, the skills of retail employees in serving can be seen from the mean frequency with a score of 3.79. The second statement, the mean frequency of comfort place with a score of 3.71. The third statement, the majority of respondents stated that the accuracy of employees when serving customers was as expected with a mean frequency of 3.89. The fourth statement, the majority of respondents stated that employees provide a fast response can be seen from the mean frequency of 3.91. The fifth statement, employee service is quite fast, it can be seen with a mean frequency of 3.83. The sixth statement, the majority of respondents stated that the services provided were quite appropriate, seen with a mean frequency of 3.9. The seventh statement, employees provide guarantees on time with a mean frequency of 3.78. The eighth statement, product guarantees that are not good can be returned with a mean frequency of 4.01. The ninth statement, the majority of respondents stated that employees provide services politely can be seen from the mean frequency of 3.86. The tenth statement, waiters serve without discriminating against consumers with a mean frequency of 3.83.

Table 3 Mean Satisfaction Score Expectation Level

H1	4.13
H2	4.05
H3	4.07
H4	4.05
H5	4.12
H6	4.02
H7	4.01
H8	4.0
H9	4.0
H10	3.98

Source: Primary Data Processed 2021

The first statement, the skills of retail employees in serving can be seen from the mean frequency with a score of 4.13. The second statement, the mean frequency of place comfort with a score of 4,053. The third statement, the majority of respondents stated that the accuracy of employees when serving customers was as expected with a mean frequency of 4.07. The fourth statement, the majority of respondents stated that employees gave a fast response, it can be seen from the mean frequency of 4.05. The fifth statement, employee service is quite fast, it can be seen with a mean frequency of 4.12. The sixth statement, the majority of respondents stated that the services provided were quite appropriate, seen with a mean frequency of 4.02. The seventh statement, employees provide guarantees on time with a mean frequency of 4.01. The eighth statement, product guarantees that are not good can be returned with a mean frequency of 4.0. The ninth statement, the majority of respondents stated that employees provide service politely can be seen from the mean frequency 4.0. The tenth statement, waiters serve without discriminating against consumers with a mean frequency of 3.98.

Table 4 Results of Weight Factors & Weight Score

Customer Satisfaction	WF	WS
KH.1	9.841	40.63
KH.2	9.633	39.0
KH.3	10.101	41.10
KH.4	10.153	41.10
KH.5	9.945	40.95
KH.6	10.127	40.68
KH.7	9.815	39.33
KH.8	10.412	41.64
KH.9	10.023	40.08
KH.10	9.945	39.56
TOTAL	99.99	404.07

Source : Primary Data Processed 2021

Table 4 explains that the total customer satisfaction of WF and WS is 99.99 (WF) and 404.07 (WS). Customer Satisfaction Index (CSI) is an index used to measure the level of customer satisfaction based on certain attributes. This attribute itself can be different for each industry, even for each company. The overall satisfaction level of post-purchase decision evaluation has a weakness because the value obtained from the statement about the overall level of repurchase decisions does not take into account the level of importance attribute. The following is the result of calculating the level of customer satisfaction:

$$CSI = \frac{\sum_{i=1}^{p} MIS_i}{HS} x\ 100\%$$

Table 5 Test Method CSI

Atribut	MIS	MSS	WF	WS	CSI
Tangible	7.5	8.26	37.5	309.75	61.95 %
Reliability	7.8	8.12	39.0	316.68	63.33 %
Responsiveness	7.73	8.14	38.6	314.20	62.04 %
Assurance	7.79	8.01	38.9	311.58	62.31 %
Empathy	7.69	7.98	38.4	306.43	61.28 %

Source : Primary Data Processed 2021

Table 5 explains that the highest score of CSI on the indicator is Reliability of 63.33% and the lowest score of CSI Empathy is 61.28%.

$$CSI = \frac{\sum_{i=1}^{p} MIS_i}{HS} x\ 100\%$$

$$CSI = \frac{404.07}{5} \ X\ 100\% = 80{,}8\ \% \ (Satisfied)$$

From the calculation of the CSI (Customer Satisfaction Index) above, a figure of 80.8% is obtained which means that customer satisfaction which consists of Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empaty (empathy) has satisfied category. This means that retail customers are very satisfied with retail services.

5. DISCUSSION

Customer satisfaction which includes Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empaty (empathy). In the validity test, Table 1 explains that the correlation between each indicator on the construct score of each variable shows valid results. Because r count > r table 0.197, it can be concluded that all question items are declared valid. Based on the results of the reliability test, the level of importance shows that all variables have sufficient alpha coefficients or meet the criteria, namely above 0.50, so that the items in each of these variable concepts are feasible to be used as measuring tools.

Table 2 of the results of the Mean Importance Score explains that the first statement, retail employee skills in serving can be seen from the mean frequency with a score of 3.79. The second statement, the mean frequency of comfort place with a score of 3.71. The third statement, the majority of respondents stated that the accuracy of employees when serving customers was as expected with a mean frequency of 3.89. The fourth statement, the majority of respondents stated that employees provide a fast response can be seen from the mean frequency of 3.91. The fifth statement, employee service is quite fast, it can be seen with a mean frequency of 3.83. The sixth statement, the majority of respondents stated that the services provided were quite appropriate, seen with a mean frequency of 3.9. The seventh statement, employees provide guarantees on time with a mean frequency of 3.78. The eighth statement, product guarantees that are not good can be returned with a mean frequency of 4.01.

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From the calculation of CSI (Customer Satisfaction Index) obtained a figure of 80.8%, which means that customer satisfaction which consists of Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empaty (empathy) has a category satisfied. This means that consumers are very satisfied with retail services. The satisfied category still has to be maintained and improved, because all parties are competing to attract consumers' attention and fulfill customer satisfaction by always innovating and adapting to environmental changes.

Consumers are very satisfied with retail services, meaning that customers will make repeat purchases and consumers will become loyal customers if retailers can maintain customer

satisfaction.

6. CONCLUSIONS

Customer Satisfaction Index (CSI) is an index used to measure the level of customer satisfaction based on certain attributes. This attribute itself can be different for each industry, even for each company. The overall satisfaction level of the post-purchase decision evaluationhas a weakness because the value obtained from the statement about the overall decision level does not take into account the level of importance of the attribute.

The results of the CSI (Customer Satisfaction Index) calculation above obtained a figure of 80.8% which means that customer satisfaction which consists of Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empaty (empathy) has satisfied category. The satisfied category still has to be maintained and improved, because all parties are competing to attract consumers' attention and fulfill customer satisfaction by always innovating and adapting to environmental changes.

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