

CHAPTER V

CONCLUSIONS & RECOMMENDATIONS

5.1. Conclusions

This study was conducted to examine the effect of Physical Aspects, Reliability, Personal Interaction, Problem Solving, and Policy on Customer Satisfaction and Customer Satisfaction influence on Store Loyalty.

Based on the results of hypothesis testing using multiple linear regression and simple linear regression, showed Physical Aspects, Reliability, Personal Interaction, Problem Solving, Policy affect positively toward Customer Satisfaction and Customer Satisfaction affect positively towards Store Loyalty. The first conclusion that can be drawn from these findings are consistent with the hypothesis formulated is Physical Aspects affect positively towards Customer Satisfaction. The test results indicate that the Physical Aspects affect positively towards Customer Satisfaction. Physical Aspects increasing then it can improve Customer Satisfaction, and vice versa decreases Physical Aspects then it can decrease Customer Satisfaction. *Perceptions of store appearance provide tangible clues about service quality (Yan et al, 2011; Dholakia & Zhao, 2010; Bitner, 1990) and it has been noted that the appearance of the store is widely acknowledged as an essential determinant of the shopping experience (Dabholkar et al, 1996).*

The second conclusion that can be drawn from these findings are consistent with the hypothesis formulated is Reliability affect positively towards Customer Satisfaction. Reliability Test results showed that affect positively towards Customer Satisfaction. Reliability is increasing then it can improve Customer Satisfaction, and vice versa decreases, it can lower the Reliability Customer Satisfaction. *According to Zinn and Liu (2001), a stock outage can result in the consumer leaving the store and forgoing the purchase to search for the item elsewhere.*

Furthermore, in the long run, continuous stock outages could have a negative impact on future patronage, and result in detrimental perceptions and negative word of mouth (Grant & Fernie, 2008).

The third conclusion that can be drawn from these findings are consistent with the hypothesis formulated is Personal Interaction affect positively towards Customer Satisfaction. The test results showed that Personal Interaction affect positively towards Customer Satisfaction. Personal Interaction increasing then it can improve Customer Satisfaction, and vice versa. *Darian et al. (2001) noted the importance of sales staffs' knowledge regarding new products, prices, and other variations of store offerings, as well as commenting on the importance of treating the customer with respect.*

The fourth conclusion that can be drawn from these findings are consistent with the hypothesis formulated is Problem Solving affect positively towards Customer Satisfaction. The test results showed that Problem Solving affect positively towards Customer Satisfaction. Increasingly Problem Solving it can improve Customer Satisfaction, and vice versa decreases Problem Solving it can degrade Customer Satisfaction. *Michel (2001), Halstead and Page (1992) and Singh and Widing (1981) found that dissatisfied customers were more likely to repurchase when their complaints were dealt with satisfactorily. Moreover, it has also been found that the post-transaction service offered by the store builds credibility and influences the favourable perception of consumers in the long term (Lindquist, 1974).*

The fifth conclusion that can be drawn from these findings are consistent with the hypothesis formulated is Policy affect positively towards Customer Satisfaction. The test results showed that Policy affect positively towards Customer Satisfaction. Increasingly Policy then it can improve Customer Satisfaction, and vice versa decreases Policy, it can degrade Customer

Satisfaction. *Failing to meet the expectations of the consumer in any of the aforementioned areas could result in the consumer experiencing lower levels of satisfaction. It has been indicated that continuous complaints of inconsistent produce quality could result in negative perceptions regarding the store (Bruhn and Grebitus, 2007) and hence lead to reduced levels of satisfaction.*

The sixth conclusion that can be drawn from these findings are consistent with the hypothesis formulated is a positive influence on the Customer Satisfaction Loyalty Store. The test results showed that Customer Satisfaction affect positively towards Store Loyalty. Increasing Customer Satisfaction can improve Store Loyalty, and vice versa. *Researchers suggest that store loyalty is a key variable in explaining customer retention (Pritchard and Howard, 1997) and is determined by a combination of repeat purchase level and a general level of attachment (Bodet, 2008 & Dick and Basu, 1994).*

5.2. Research Limitations

This research is not without limitations, where it can be used as consideration for further research. The weakness of this study include the imbalance between respondents male and female, which dominates the female respondents, it is shown in Table 4.1 in the amount of 91 %, it makes the study results are limited to the assessment of female respondents only. In addition the number of samples in this study are also not so maximum, 100 samples. This will affect the results obtained for each sample used the more accurate research possibilities will be greater.

5.3. Suggestion

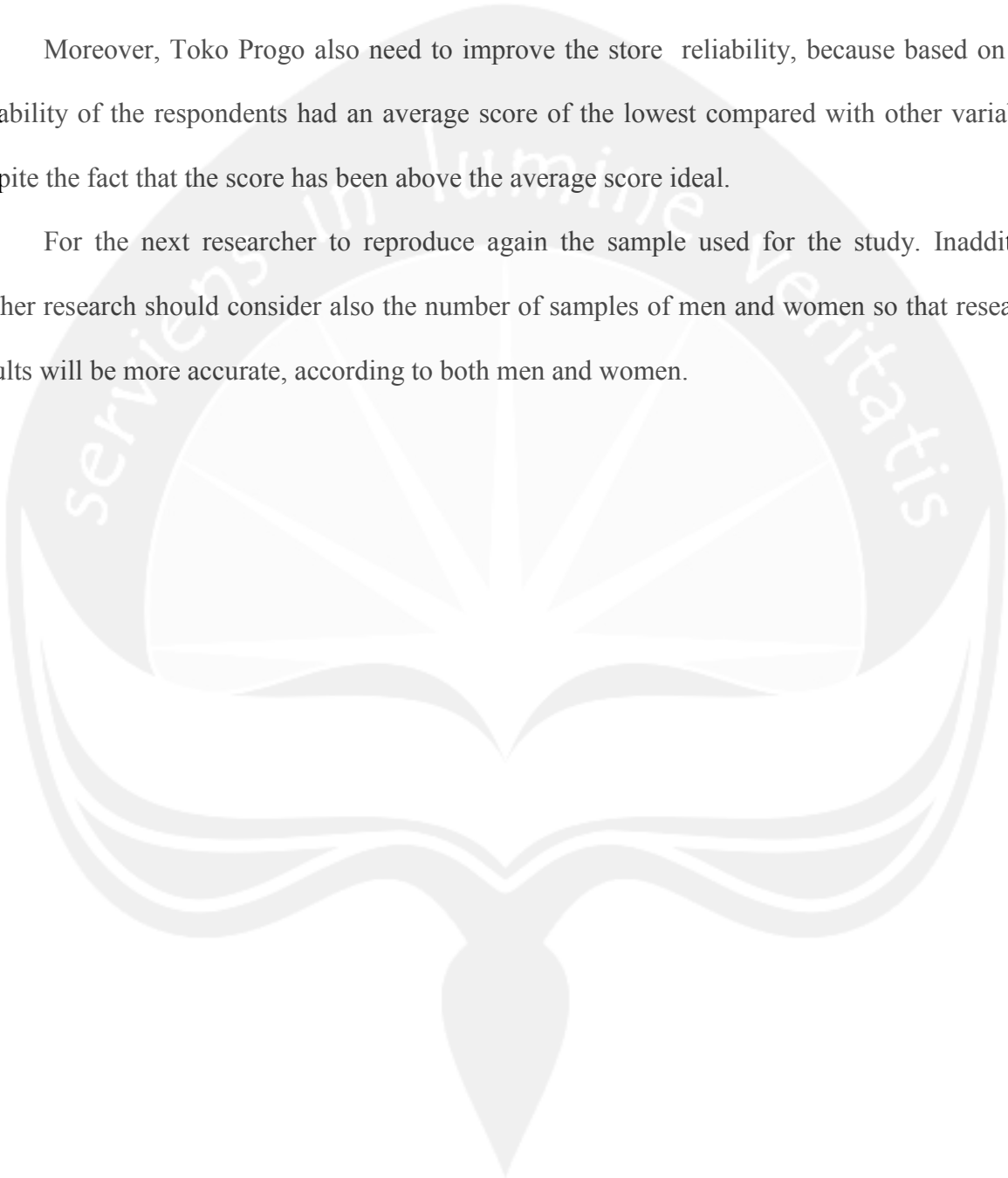
Based on the analysis discussion that has been written before, advices that can be given include:

This study is expected to be taken into consideration Toko Progo in improving customer satisfaction. Although in this study the customers are satisfied with the service at Toko Progo but

it would be good if Toko Progo improve its service or at least maintain the good image of the customer so that the customer will not switch to other stores. Because at this moment has a lot of competitors new store in Yogyakarta.

Moreover, Toko Progo also need to improve the store reliability, because based on the reliability of the respondents had an average score of the lowest compared with other variable, despite the fact that the score has been above the average score ideal.

For the next researcher to reproduce again the sample used for the study. In addition further research should consider also the number of samples of men and women so that research results will be more accurate, according to both men and women.



APPENDIX 1

Questionnaire (English)

No	Scale Items	SA	A	N	D	SD
	Physical Appearance					
1.	The overall appearance of a store					
2.	Clean shopping environment and efficient running					
3.	A store design that enables me to move around with ease					
4.	A layout that allows me to easily find the products I need					
	Reliability					
1.	Correct and updated information on sales promotions					
2.	The length of time I have to wait in a queue					
3.	There are always stocks of products that I desire					
4.	Product prices are clearly visible					
	Personal Interaction					
1.	The staff have enough knowledge to answer my questions					
2.	The staff are friendly and polite					
3.	The staff are always willing to help me					
	Problem Solving					

1.	The store deals with staff have enough knowledge to answer my my queries and complaints professionally					
2.	The store is efficient in resolving my questions and problems					
3.	Good returns policies					
	Policy					
1.	A wide assortment of quality and fresh merchandise on the shelves					
2.	Convenient hours of operation					
3.	The availability of extra facilities such as toilets, payphones and working trolleys					
4.	Convenient and safe parking facility available					
	Satisfaction					
1.	I am satisfied with a supermarket store whose prices are competitive					
2.	The quality of my shopping experience allows me to form an opinion of the supermarket					
3.	I am extremely happy when the quality of the shopping experience delivered is of a high standard					
4.	I become irritated and angry when the quality of products and services that I receive is poor					

5.	I am satisfied with a supermarket store that always meets my needs					
	Store Loyalty					
1.	When I am satisfied with the quality of the shopping experience, I continue shopping at that supermarket store					
2.	If I have a bad experience at a supermarket, I am likely to tell someone about it					
3.	When I am extremely satisfied with my shopping experience, I am likely to tell someone about it					
4.	If I am satisfied with the quality of offerings of a supermarket, I will continue buying from there even if it is difficult to reach					
5.	If customer service of a competing store is better, I am willing to shop there					

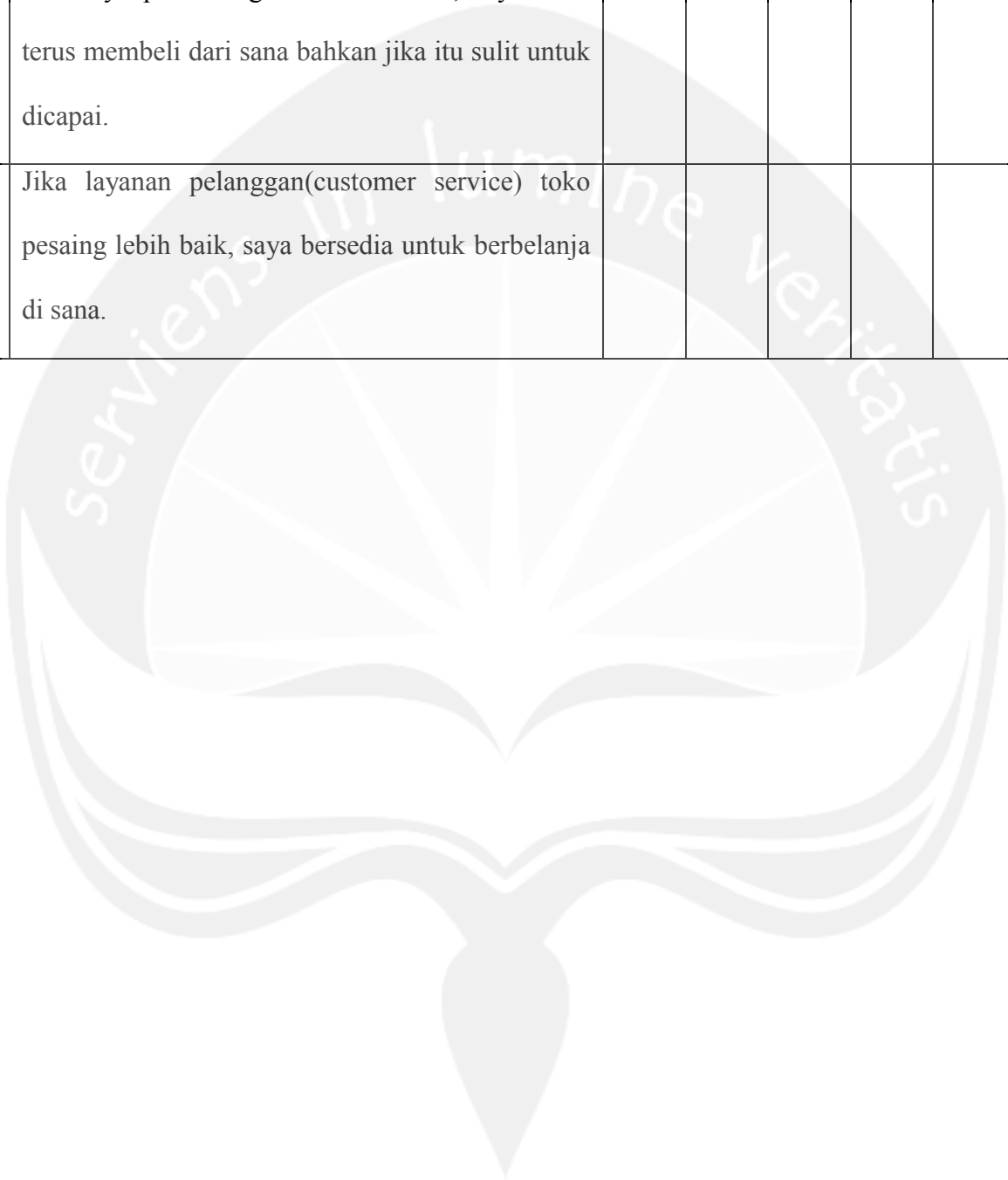
Questionnaire (Bahasa Indonesia)

No	Pernyataan	STS	TS	N	S	SS
	Penampilan Fisik					
1.	Tampilan toko secara keseluruhan baik.					
2.	Lingkungan belanja bersih dan efisien.					
3.	Design toko memungkinkan saya untuk bergerak dengan mudah.					

4.	Tata letak toko memungkinkan saya untuk dengan mudah menemukan produk yang saya butuhkan.					
	Keandalan					
1.	Informasi yang benar dan diperbaharui pada promosi penjualan.					
2.	Lamanya waktu yang saya harus habiskan untuk menunggu antrian relatif tidak lama.					
3.	Selalu ada stok produk yang saya inginkan.					
4.	Harga produk yang jelas terlihat.					
	Interaksi Personal					
1.	Staf memiliki pengetahuan yang cukup untuk menjawab pertanyaan saya.					
2.	Staf ramah dan sopan.					
3.	Staf selalu bersedia untuk membantu saya.					
	Pemecahan Masalah					
1.	Toko menangani pertanyaan dan keluhan saya secara profesional.					
2.	Toko secara efisien menyelesaikan pertanyaan dan kendala saya.					
3.	Kebijakan pengembalian/penukaran barang yang baik.					
	Kebijakan / Policy					
1.	Beraneka ragam pilihan barang dagangan segar					

	dan berkualitas di rak.					
2.	Jam operasional yang nyaman.					
3.	Ketersediaan ekstra fasilitas seperti toilet dan troli belanja.					
4.	Fasilitas parkir yang aman dan nyaman.					
	Kepuasan					
1.	Saya puas dengan toko ini yang memiliki harga kompetitif.					
2.	Kualitas pengalaman belanja saya memungkinkan saya untuk membentuk opini supermarket.					
3.	Sangat senang ketika kualitas pengalaman berbelanja disuguhkan dengan standar yang tinggi.					
4.	Saya menjadi kesal dan marah ketika kualitas produk dan layanan yang saya terima kurang memuaskan.					
5.	Saya puas dengan toko yang selalu memenuhi kebutuhan saya.					
	Loyalitas					
1.	Ketika saya puas dengan kualitas pengalaman berbelanja, saya terus berbelanja di toko itu.					
2.	Jika saya memiliki pengalaman buruk di toko, saya akan memberitahu seseorang tentang hal itu.					
3.	Ketika saya sangat puas dengan pengalaman					

	belanja saya, saya akan memberitahu seseorang tentang hal itu.					
4.	Jika saya puas dengan kualitas toko, saya akan terus membeli dari sana bahkan jika itu sulit untuk dicapai.					
5.	Jika layanan pelanggan(customer service) toko pesaing lebih baik, saya bersedia untuk berbelanja di sana.					



APPENDIX 2

Reliability

Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	9.9000	2.714	.674	.760
X1.2	10.0000	3.172	.684	.754
X1.3	10.0333	3.413	.663	.770
X1.4	9.9667	3.068	.580	.803

Reliability

Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	10.8000	1.614	.697	.515
X2.2	11.0000	1.793	.544	.613
X2.3	11.0667	2.064	.335	.733
X2.4	10.8333	1.799	.429	.688

Reliability

Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	6.3000	1.183	.465	.785
X3.2	6.5667	1.357	.690	.569
X3.3	6.3333	1.057	.598	.613

Reliability

Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	7.0667	2.961	.713	.828
X4.2	7.0000	2.345	.891	.649
X4.3	6.8000	2.924	.626	.907

Reliability

Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	11.6667	4.575	.658	.770
X5.2	11.4667	4.947	.644	.774
X5.3	11.4333	5.151	.553	.816
X5.4	11.3333	4.920	.737	.737

Reliability

Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6.1	14.8333	2.764	.389	.735
X6.2	14.8000	2.855	.580	.652
X6.3	14.9000	2.576	.615	.629
X6.4	14.6667	3.195	.474	.694
X6.5	14.8000	2.924	.447	.699

Reliability

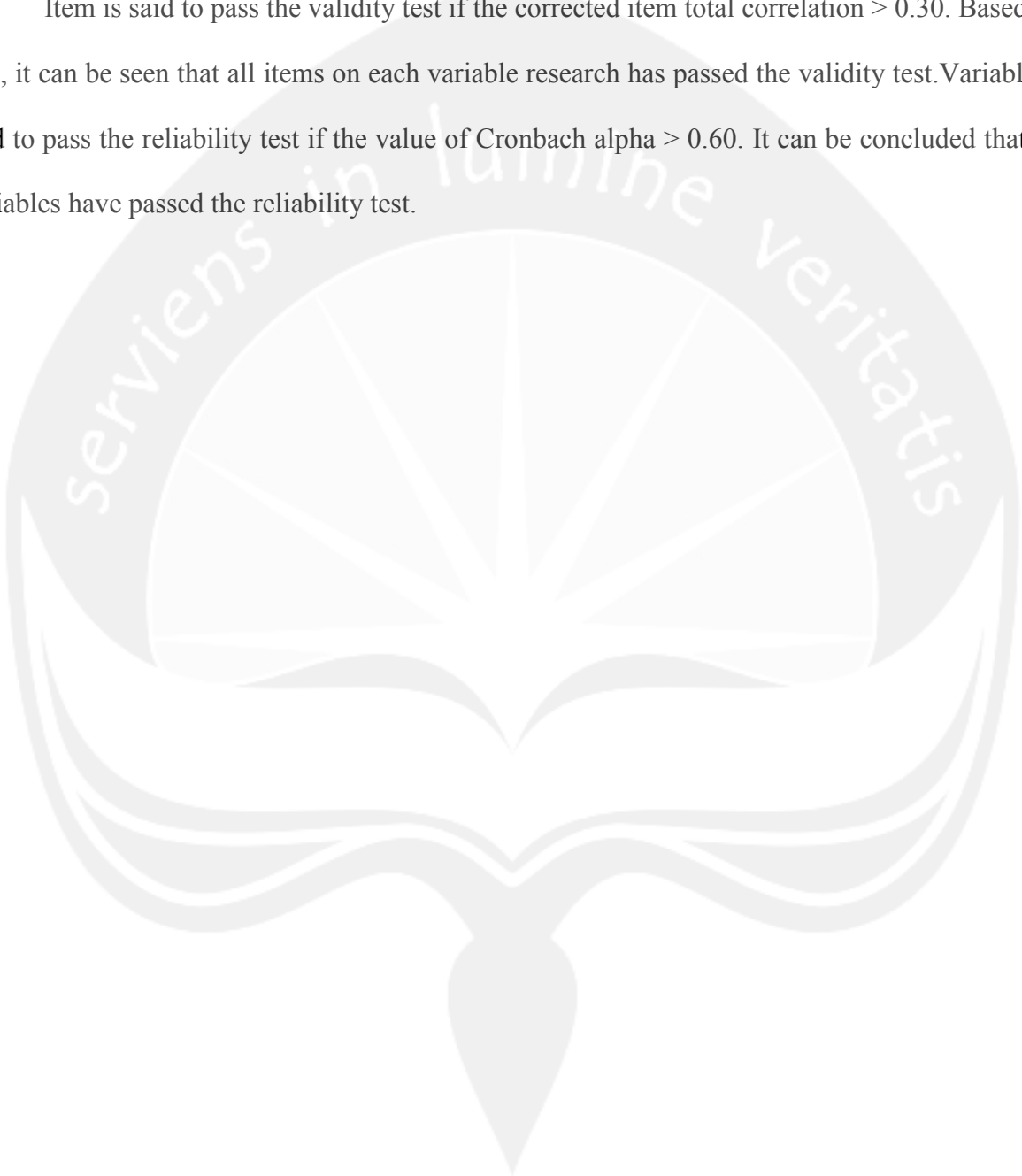
Scale: ALL VARIABLES

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
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Y1	15.0667	3.168	.659	.676
Y2	15.0000	3.931	.474	.745
Y3	15.1000	3.679	.540	.723
Y4	15.2000	3.062	.742	.644
Y5	14.8333	4.006	.305	.803

Item is said to pass the validity test if the corrected item total correlation > 0.30 . Based on this, it can be seen that all items on each variable research has passed the validity test. Variable is said to pass the reliability test if the value of Cronbach alpha > 0.60 . It can be concluded that all variables have passed the reliability test.



APPENDIX 3

Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Reliability Statistics

Cronbach's Alpha	N of Items
.707	4

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

Reliability Statistics

Cronbach's Alpha	N of Items
.861	3

Reliability Statistics

Cronbach's Alpha	N of Items
.821	4

Reliability Statistics

Cronbach's Alpha	N of Items
.729	5

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

Item is said to pass the validity test if the corrected item total correlation > 0.30 . Based on this, it can be seen that all items on each variable research has passed the validity test. Variable is said to pass the reliability test if the value of Cronbach alpha > 0.60 . It can be concluded that all variables have passed the reliability test.



APPENDIX 4

Description of the Data

Frequencies

Statistics

		Gender	Age	Occupatio n	Address
N	Valid	100	100	100	100
	Missing	0	0	0	0
Std. Deviation		.28762	.94168		
Minimum		1.00	1.00		
Maximum		2.00	5.00		

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	9	9.0	9.0	9.0
	Female	91	91.0	91.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 years old	7	7.0	7.0	7.0
	21 - 30 years old	49	49.0	49.0	56.0
	31 - 40 years old	21	21.0	21.0	77.0
	41 - 50 years old	22	22.0	22.0	99.0
	51 - 60 years old	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid architect	1	1.0	1.0	1.0
bank teller	1	1.0	1.0	2.0
Barista	1	1.0	1.0	3.0
chef	1	1.0	1.0	4.0
CIVIL EMPLOYEE	5	5.0	5.0	9.0
doctor	1	1.0	1.0	10.0
employee	11	11.0	11.0	21.0
entrepreneur	15	15.0	15.0	36.0
Event Organizer (EO)	1	1.0	1.0	37.0
Housewife	32	32.0	32.0	69.0
midwife	1	1.0	1.0	70.0
not worked	3	3.0	3.0	73.0
nurse	3	3.0	3.0	76.0
secretary	1	1.0	1.0	77.0
student	15	15.0	15.0	92.0
teacher	7	7.0	7.0	99.0
Tour Guide	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Descriptives

Address

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bantul	15	15.0	15.0	15.0
Kalasan	1	1.0	1.0	16.0
Klaten	1	1.0	1.0	17.0
Kota Yogyakarta	64	64.0	64.0	81.0
KulonProgo	5	5.0	5.0	86.0
Magelang	4	4.0	4.0	90.0
Purworejo	1	1.0	1.0	91.0
Sleman	6	6.0	6.0	97.0
Solo	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Physical Aspect (X1)	100	9.00	19.00	14.5800	1.90788
Reliability (X2)	100	10.00	20.00	14.5400	1.97673
Personal Interaction(X3)	100	6.00	15.00	10.7100	1.78826
Problem Solving (X4)	100	6.00	15.00	11.2400	1.90756
Policy (X5)	100	10.00	19.00	15.5100	1.87754
Customer Satisfaction (X6)	100	12.00	23.00	18.8300	1.88591
Store Loyalty (Y)	100	14.00	24.00	19.8700	2.19114
Valid N (listwise)	100				

APPENDIX 5

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Policy (X5), Physical Aspect (X1), Problem Solving (X4), Personal Interaction(X3), Reliability (X2) ^b		Enter

a. Dependent Variable: Customer Satisfaction (X6)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.549	1.26608

a. Predictors: (Constant), Policy (X5), Physical Aspect (X1), Problem Solving (X4), Personal Interaction(X3), Reliability (X2)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.432	5	40.286	25.133	.000 ^b
	Residual	150.678	94	1.603		
	Total	352.110	99			

a. Dependent Variable: Customer Satisfaction (X6)

b. Predictors: (Constant), Policy (X5), Physical Aspect (X1), Problem Solving (X4), Personal Interaction(X3), Reliability (X2)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.625	1.268		4.434	.000
Physical Aspect (X1)	.183	.080	.185	2.287	.024
Reliability (X2)	.190	.086	.199	2.215	.029
Personal Interaction(X3)	.238	.091	.225	2.613	.010
Problem Solving (X4)	.215	.084	.217	2.564	.012
Policy (X5)	.182	.089	.181	2.036	.045

a. Dependent Variable: Customer Satisfaction (X6)

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction (X6) ^b		Enter

a. Dependent Variable: Store Loyalty (Y)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.488	.483	1.57580

a. Predictors: (Constant), Customer Satisfaction (X6)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.961	1	231.961	93.414	.000 ^b
	Residual	243.349	98	2.483		
	Total	475.310	99			

a. Dependent Variable: Store Loyalty (Y)

b. Predictors: (Constant), Customer Satisfaction (X6)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.587	1.589		2.886	.005
Customer Satisfaction (X6)	.812	.084	.699	9.665	.000

a. Dependent Variable: Store Loyalty (Y)



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