

# IMPROVING CUSTOMER SATISFACTION IN CIRCLE-K COMPANIES THROUGH SERVICES IN INDONESIA

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## ABSTRACT

This study aims to determine the influence of service to customers satisfaction at PT Circleka Utama Jakarta main Outlets Circle K Regatta Apartement Jakarta. The research method used is descriptive quantitative method. The author used SPSS Version 21 to calculate the validity test, reliability test, correlation coefficient test, test coefficient of determination, and test the regression equation. The service applied has been running well based on the result of calculation of correlation coefficient of 0.689 with error 5% table 0.689>0.20, then there is a strong correlation. Based on the coefficient of determination obtained result 0.474 or 47% value of the amount of customer satisfaction by service data, while the remaining 53% was influenced by other factors such as price, promotion, and corporate image. Based on the research showed the quality service which includes the tangible, realibility, responsive, assurance, and empathaty to depend on the particular satisfaction simultaneously. Empathaty dimension is variable which influences with full and has the biggest impact on customers satisfaction Circle K of Regatta Apartment Jakarta.

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pelayanan terhadap kepuasan pelanggan pada PT Circleka Indonesia Utama di gerai Circle K Apartemen Regatta Jakarta. Metode penelitian yang digunakan adalah metode deskriptif kuantitatif. Penulis menggunakan SPSS versi 21 untuk menghitung uji validitas, uji reliabilitas, uji koefisien korelasi, uji koefisien determinasi dan uji persamaan regresi. Pelayanan yang diterapkan sudah berjalan baik berdasarkan hasil perhitungan uji koefisien korelasi sebesar 0,689 dengan kesalahan 5% table 0,689 > 0.20, maka terdapat korelasi yang kuat. Berdasarkan perhitungan koefisien determinasi diperoleh hasil 0,474 atau 47% nilai dari besarnya kepuasan pelanggan oleh data pelayanan, sedangkan sisanya 53% dipengaruhi oleh factor lain seperti harga, promosi dan citra perusahaan. Berdasarkan hasil penelitian ini menunjukkan bahwa kualitas pelayanan yang meliputi berwujud, kehandalan, daya tanggap, kepastian, dan empati berpengaruh signifikan terhadap kepuasan pelanggan secara simultan sedangkan dimensi empati merupakan variabel yang berpengaruh secara parsial dan terkuat terhadap kepuasan pelanggan Circle K Apartemen Regatta Jakarta.

## INTRODUCTION

Nowadays, the free market results in competitiveness between products and services companies in a common market that's still increasingly tight and competitive, allowing companies to keep innovating and adapt in order to be able to satisfy the needs of consumers and to provide customers with maximum value, because, one of the key business objectives is to create a profit. Each company aims to achieve the aim of creating and maintaining its customers. In order to achieve the target, the organization must strive for a good impression, a reasonable

price and also quality control. The company not yet modern retail stores in the type of convenience stores after currently very tight which competes in providing the best service to achieve customer satisfaction, many modern retail stores are not able to survive like Seven Eleven, in the other hand, many of them still survive to this day and are increasingly advanced for example like Indomaret, Alfamart, Ceria Mart, 212 Mart, Circle K and others. To stay afloat in the competition, innovation is needed with ideas that in its service are able to provide customer satisfaction.

According to Moenir in (Effendi & Oktiani, N., Misriati, T., Baidawi, 2013) describes that all forms of activities given to customers, which aim to provide satisfaction to the customer concerned for the product and services provided are referred to as customer service. In addition, it can also be interpreted as a company's business in providing satisfaction to customers who use products and services. Hardiyansyah in (Mulyapradana & Rizqi, 2017) stated that service quality is a dynamic state related to products, services, human beings, processes and environments that meet or exceed expectations. The good quality of service in a company needs to be done continuously so that, it will create satisfaction for its customers. In fact, Customers will be satisfied if their wishes, needs, and expectations can be met. Close to the customer, being able to listen to every complaint and understand what the customer wants is a way to know the customer satisfaction towards the service provided.

There are five dimensions of service quality that can be used to evaluate the quality of services Valerie Zeithaml, A, et al., in (Sasongko, F and Subagio, 2013) said that service quality is following by; (1) (*Tangible*), i.e. the appearance of physical facilities, equipment, employees, and material installed that describes the physical-form and services will be accepted by consumers; (2) (*Reliability*) i.e. the ability to provide services that are reliable and accurate;; (3) (*Responsiveness*) i.e. awareness and desire to help customers and n provide service) quickly;; (4) (*Assurance*) i.e. knowledge, manners, and ability of employees to carry beliefs and) beliefs; (5) (*Empathy*) i.e. care, and personal attention given to) customers.

Satisfaction is one of the most significant aspects in the business environment that the organization should consider. If the consumer is not pleased with both the product and the service offered, the consumer may avoid using the products, services and leave the company, which ensures that the company must be able to deliver the best possible service in order for the customer to feel satisfied. As per (Kotler, P and Keller, 2016), said that satisfaction is a person's feeling of enjoyment or dissatisfaction when contrasting product output (or results) with customer expectations. While Buchory and Saladin in (Purnamasari & Madiawati, 2014) stated that customer satisfaction is the customer's responsiveness to the evaluation of perceptions of differences between initial expectations of pre-purchase and performance of post-purchase products as perceived after using or consuming the product. If consumers are truly satisfied, they will make repurchase intention and recommend others to buy in the same place. In the end, improving the service would also be able to boost the reputation of the company in order to maximize the reputation of the company in the interest of its customers.

In order to achieve the goals and assess the level of customer satisfaction needed the right and measurable method. According to Nasution in (Mulyapradana & Rizqi, 2017) customer

satisfaction measurement can be done through four means, namely; (1) Complaint system and proposal that every customer oriented company needs to provide the widest possible opportunity for its customers to provide advice, opinions, or complaints;; (2) Customer satisfaction through survey, means the company will get directly feedback from customers and at the same time also give a positive signal that the company is paying attention to its customers; (3) Consumer disguise (*ghost mystery shopping*); (4) Analyze former customers (*Lost customer-analysis*) is a method that is done to analyze customer satisfaction by contacting its customers who have stopped buying or switching suppliers, the result of this method will be obtained information on the cause of the event.

Several studies on the influence of services on customer satisfaction in the retail sector have been conducted by previous researchers. The research conducted by (Muliawan and Muhlis, 2018) informs that the quality of service that includes tangible, reliability, responsive, assurance and empathy affects customer satisfaction simultaneously. Responsive is variables that have partial effect and have the greatest influence on consumer satisfaction on indomaret store. While the research has been published by (Panjaitan, 2016) shows that the quality of service has a significant effect on consumer satisfaction in JNE Bandung Branch, where variable X (quality of service) consisting of reliability, certainty, reality, empathy and, responsiveness has a significant influence on Variable Y (customer satisfaction), not only the partial dimension of empathy has the most significant influence on but also customer satisfaction on JNE Bandung Branch.

On either the results of both research, it is stated that quality of service affects customer satisfaction at the same time, but the impact of quality of service has a partial and significant difference in customer satisfaction. It can then be assumed that research in a research area can yield different results depending on the characteristics of the research object. So, we are interested in conducting research at Circle K Outlet on Regatta Jakarta Apartment where the characteristics of the population of the research object are the residents of the Apartment in Jakarta who are many activities outside during the day and live in the Apartment at night, then it is possible to produce different research results from the two previous studies.

Circle k Company is one of the minimarkets that provides a wide selection of products such as Circle-K Cofee, Froster, Fresh food, daily drinks, snacks, ATMs, and Circle K Gift Cards. Shoppers from the outlets are also allowed to sit in front of their outlets while enjoying their groceries. This has made it popular in many parts of the world, including Indonesia where the concept of this convenience store is still rare. Circle K in Indonesia is present because of the increasing daily needs and embrace of all Indonesian people. Based on this explanation, the authors are interested in developing research themed on the effect of service on customer satisfaction on PT Circleka Indonesia Utama in Jakarta Regatta Apartment outlets. In this study researchers will decipher the hypothesis as follows: (*H0*) *There is no service effect on customer satisfaction at PT Circleka Indonesia Utama at Circle K Outlet Regatta Apartment Jakarta and (H1) The effect of service on customer satisfaction on PT Circleka Indonesia Utama at Circle K Apartemen Regatta Jakarta outlets*

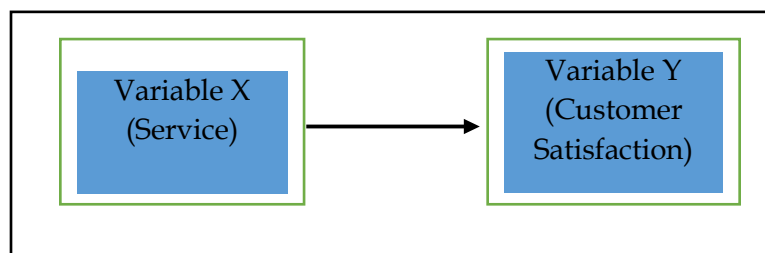
This research was conducted aimed at knowing whether or not the effect of service on customer satisfaction at PT Circleka Indonesia Utama Jakarta at Circle K Apartemen Regatta Jakarta outlets and to know how much the service affects customer satisfaction.

## RESEARCH METHODS

This research uses a quantitative descriptive method approach to analyze the relationship and effect of service on customer satisfaction of PT Circleka Indonesia Utama at gerai Circle K Apartemen Regatta Jakarta outlets. The object of this research is a customer of PT Circleka Indonesia Utama at Circle K Outlet Regatta Apartment Jakarta. The research variable is services (X) as an independent variable and satisfaction (Y) as a dependent variable. The dimensions variabel X (quality of service) include tangible, reliability, responsiveness, certainty, and empathy.

The population of this study is 120 sample, this is taken from all customers of Circle K Outlet Regatta Jakarta Apartment who did buying in the range of April 1, 2020 to April 30, 2020 with several criterias to conduct transactions at least 300,000 /transaction. Sampling technique using a purposive sampling that is intended to determine the sample on the basis of certain applicable parameters. Although the samples taken from the population numbered 92 persons using the Slovin method to calculate the number of samples. The data collection techniques used in this research were based on the observation process, questionnaire method, documentation and literature analysis.

The data analysis method is done by conducting a data validity and reliability test, after the data is declared valid and reliable then the test correlation to analyze the relationship between variables, determination coefficient test and regression test to test and analyze the effect of service (variable X) on customer satisfaction (variable Y). The coefficient of determination to know the percentage of variables depends on what will be predicted by using IBM SPSS 21.



*Figure 1 Research Framework*

## RESULTS AND DISCUSSIONS

The concept of the calculation in this analysis, following the determination of the sample number of questionnaire results, is to perform a research instrument test. G hozali in (Komarasari, 2017) Validity Test is used to assess the validity of the questionnaire. According to (Sugiyono, 2017) says that to know the validity or not correlation value of each item of the statement is then the correlation value of each statement item that has been obtained (r) will be compared to the value on (r table). If the r value is greater than the r value of the table (r count > r

table) then the item is declared valid and can be used to collect research data. In variable X (service) has 10 questionnaire to measure the effect of service on customer satisfaction on PT Circleka Indonesia Utama in Jakarta Regatta Apartment outlets.

**Table 1. Variable Validity Test Results X (Service)**

	Scale Mean if Item Deleted	Correcte Item - Total Correlation	R Table
X1	36,84	0,510	0,20
X2	36,65	0,604	0,20
X3	36,89	0,414	0,20
X4	36,96	0,540	0,20
X5	36,73	0,502	0,20
X6	37,09	0,353	0,20
X7	36,90	0,658	0,20
X8	36,76	0,506	0,20
X9	36,95	0,409	0,20
X10	36,95	0,383	0,20

Source: Processed Data, 2020

Based on the table 1 previously, all data variables X (service) are considered valid. In variable Y (customer satisfaction) has 10 questionnaire to test the impact of service on customer satisfaction at PT Circleka Indonesia Utama in Jakarta Regatta Apartment.

**Table 2. Variable Validity Test Results Y (Customer Satisfaction)**

	Scale Mean if Item Deleted	Correcte Item - Total Correlation	R Table
Y1	36,84	0,510	0,20
Y2	36,65	0,604	0,20
Y3	36,89	0,414	0,20
Y4	36,96	0,540	0,20
Y5	36,73	0,502	0,20
Y6	37,09	0,353	0,20
Y7	36,90	0,658	0,20
Y8	36,76	0,506	0,20
Y9	36,95	0,409	0,20
Y10	36,95	0,383	0,20

Source: Processed Data, 2020

Ghozali in (Komarasari, 2017) said that reliability tests are used as a measuring tool to measure a questionnaire that is an indicator of a variable or construct. Judging by variables that have Cronbach's Alpha of more than 0.6. Apabila CA > 0.6 can be said reliabel, while CA < 0.6 can be said not reliabel and research can not continue. The data obtained from will be processed by calculating reliability test on service variable (X) and variable Y (customer satisfaction). The following are the results of the calculation of reliability variable X (service):

**Table 3. Reliability Test Calculation Results**

Cronbach's Alpha	N of Items
0,805	10

Source: Processed Data, 2020

Based of the assessment through SPSS on table 3 shows the reliability value at the number 0.805. From that value shows that variable X (service) has very high interpretation value, i.e. in the range of 0.80-0.100. Then the items in variable variabel X (service) can be reliable. While variable Y is done calculation by the same way of test. The following are the results of the calculation of reliability variable Y (customer satisfaction) namely:

**Table 4. Reliability Test Calculation Results**

Cronbach's Alpha	N of Items
0,862	10

Source: Processed Data, 2020

The results on table 4 shows the reliability value at the number 0.862. The value shows that variable Y (customer satisfaction) has also a very high interpretation value, which is in the range of 0.80-0.100. Then the items on variable Y (customer satisfaction) is reliable. (Purnamasari & Madiawati, 2014) said that Correlation is a technique used to find relationships and prove the hypothesis of two variables when the data of both variables is in the form of intervals or ratios, and the data source of two or more variables is the same. Researchers calculated the correlation coefficient using SPSS 21 as follows:

**Table 5. Correlation Coefficient Test Results**

		Service	Customer Satisfaction
<b>Service</b>	<i>Pearson Correlation</i>	1	0.689**
	<i>Sig. (2 tailed)</i>		0,000
	<i>Sum of Squares and Cross Product</i>	1266,902	832,283
	<i>Covariance</i>	13,922	9,146
	<i>N</i>	92	92
	<b>Customer Satisfaction</b>	<i>Pearson Correlation</i>	0.689**
<i>Sig. (2 tailed)</i>		0,000	
<i>Sum of Squares and Cross Product</i>		832,283	1152,739
<i>Covariance</i>		9,146	12,667
<i>N</i>		92	92

Source: SPSS Data Processing 21, 2020

The correlation test technique using Pearson, and it can be read both variables in table 5 that it has a value of 0.689 with an as risk of 2, which means the correlation coefficient value is 0.689. On Sig. (2 tailed) 0.000 means researchers use a 5% significance level then a significant



correlation with a Sig (2 tailed) value is smaller than 0.05. From the output result, the conclusion is there is a significant correlation. With an risk 2 at the correlation of significant *level* at 0.01 meansthis correlation is significant at a rate of 1%. A significant correlation at 1% can be interpreted as a value of significance at a rate of 5%.

The determination coefficient is used to determine the small influence between variable X (service) to variable Y (customer satisfaction) The following results are displayed in the calculation of the coefficient of determination test, namely:

**Table 6. Results of Determining Coefficient Test Calculation**

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0,689	0,474	0,468	2,595	0,474	81,205	1	90	0,000

Source: SPSS Data Processing 21, 2020

Based on Table 6, it is understood that the values of R and R are 0.689 and 0.474. The value shows that 0.468 or 47% of the value of customer satisfaction is affected by certain aspects of service, while the remaining 53% is affected by other factors such as price, advertising and brand. Regression coefficient test analysis is used to predict how far variable dependent values change, when variable values are manipulated / changed or raised (Sugiyono in Purnamasari,2014).

**Table 7. Regression Coefficient Test Results**

Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
B	Std Error	B			
15,848	2,999			5,285	0,000
0,657	0,073	0,689		9,011	0,000

Source: SPSS Data Processing 21, 2020

On a background of Table 7 the results of the calculation of the regression equation test were obtained as follows; (1) the value is 15,484 implies that if the effect of service 0, then customer satisfaction is 1,484 or variable X (customer satisfaction) already exists at 15,484 without being influenced by variable X (service); (2) the value of B at 0,657 implies that any increase of one unit is equal to the following.

### Discussion

Based on the calculation in table 6 can be done analysis that the coefficient of determination obtained  $KD = 0.474$  or 47% of the value of customer satisfaction due to service factors, while 53% is influenced by other factors such as price, promotion, and company image. Based on the calculation of regression coefficient obtained  $Y = 15,848 + 0.657X$  which indicates if the result of service 0 then the result of customer satisfaction is 15,848 and if X is raised or lowered 1 variable then the value of customer satisfaction is 0.657.

From the output table 7 can be known t-count with a significance value of  $0,000 < 0,05$ , then  $H_0$  is rejected and  $H_1$  is accepted which means there is a significant effect between service variable (X) and customer satisfaction (Y). Then it can be described that the service performed by employees at PT. Circleka Indonesia Utama at gerai Circle K Outlet Regatta Jakarta Apartment has gone well. This is evidenced by the calculation of correlation coefficient showing  $r = 0.689$  in Sig (2 tailed) of 0.000 using a 5% signifikansi level then a significant correlation with sig value (2 tailed) is smaller than 0.05. This means there is a significant correlation between the effect of service on customer satisfaction.

Based on the results of the study shows that the quality of service that includes tangible, reliability, responsiveness, certainty, and empathy has a significant effect on customer satisfaction in asimultaneous way while the dimensions of empathy are variables that have a partial and strongest effect on customer satisfaction of Circle K Regatta Jakarta Apartment.

Comparison with previous research conducted by Panjaitan & Yuliati on the effect of service quality on customer satisfaction at JNE Bandung Branch that the quality of service has a significant effect on consumer satisfaction in JNE Bandung Branch, where variable X (quality of service) consisting of reliability, certainty, reality, empathy, and responsiveness has a significant influence on Variable Y (customer satisfaction), but, only the partial dimension of empathy has the most significant influence on customer satisfaction JNE Bandung Branch. Muliawan and Muhlis (2018) show that the quality of service that includes tangible, reliability, responsive, assurance and emphaty affects customer satisfaction simultaneously. Responsive variables are variables that have partial effect and have the greatest influence on consumer satisfaction indomaret bukit purwakarta city.

The results of this study show that the research object where the population is a consumer of Circle K in Apartemen Jakarta Regatta Apartment has different characteristics compared to the research object sebelum can be concluded that empathy becomes the strongest dimension that affects customer satisfaction although overall the dimensions of service quality that include tangible, reliability, responsiveness, certainty, and empathy have a significant effect on customer satisfaction.

## CONCLUSION

Mostly on basis of the results of the analysis and report, it is possible to summarize as follows: (1) there is a relationship between service and customer satisfaction at PT Circleka at gerai Circle K Regatta Jakarta; (2) there is a major influence between customer satisfaction service, as shown by t count with a value of  $0.000 < 0,05$ ; Then  $H_0$  is rejected and  $H_1$  is accepted, which means that there is a real effect (significant) between the service variable (X) and the customer satisfaction variable (Y); (3) the coefficient of determination is obtained by  $KD = 0.474$  or 47% of the customer satisfaction value due to service factors, while 53% is affected by other factors such as price, promotion, etc. the results of this study also shows that the quality of service that includes tangible, reliability, responsiveness, certainty, and empathy has a significant effect on customer satisfaction simultaneously while the dimensions of empathy are variables that have a partial and strongest effect on customer satisfaction of Circle K Regatta Apartment Jakarta. The advice in this research is for the company to improve the service by providing convenience for



the needs of customers the majority are residents of Apartment Regatta Jakarta e.g. online payments, Wifi, seating facilities, customer cards, discounts and others so that customer satisfaction is misalkan increased.

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