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Editor

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WAYAN SUPARTA
EDITOR



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As Professor at the Universitas Pembangunan Jaya, with daily activities in lecturing, doing research, as well as water resources development planning, I really praise the Nova Science Publishers for publishing selected papers from “2020 International Conference on Urban Sustainability, Environment, and Engineering (CUSME 2020)”. Hence, this publication would be useful for professionals, researchers, scholar, policymakers, and NGO. I believe that currently, many professionals would like to give more attention on development of sustainable urban. In addition, this publication could be used as reference for City authorities to make appropriate policy choices to protect the provision of equitable housing, health, and transportation services.

Prof. Ir. Frederik Josep Putuhena M.Sc., Ph.D.
Center for Urban Studies – Universitas Pembangunan Jaya



Urban Development and Lifestyle are trend issues for the cities around the world. Learning from experiences is the most effective way to support the cities to be sustainable developed. This book offers the knowledge sharing among countries which covers variety of cities’ issues. It also provides the great lessons for researchers, officers and policy makers on coping with several urban problems.

Associate Professor Sarintip Tantanee, Ph.D.
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Chapter 17

SERVICE QUALITY: SALES STRATEGY TOWARDS INCREASING CUSTOMER SATISFACTION IN INDONESIAN MODERN MARKETS

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ABSTRACT

Industrial Revolution 4.0 (RI4) causes increasingly destructive business competition environment thereby instability in sales volume is a major problem for retail companies. However, service quality, cheap prices, and shopping experience are not only crucial issues for supermarkets and/or hypermarkets but also for modern markets. Modern markets are considered traditional markets that have undergone a transformation by providing better service facilities to customers in terms of hygiene and ease one stop showing not to mention the price advantage, but it is no longer sufficient when entering the RI4. In the Industry 4.0, customer data becomes a main determinant for companies' sustainability. Price warfare is no longer a strategy of choice because other companies, especially online stores, can immediately give cheaper prices. Customer retention is not only by giving price discounts but also by providing a pleasant shopping experience. This study aims to find empirical data related to the relationship between service quality of merchants in modern markets and customer's desire to repurchase a product. The results of the study are expected to help managers in designing appropriate training programs for merchants in terms of increasing customer pleasant experience, customer satisfaction, and customer retention.

Keywords: customer data, modern market, sales strategy, service satisfaction

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INTRODUCTION

Characteristics of service industry are different from manufacturing industry. Each industry has its own different strategy to obtain competitive advantage. In Industry Revolution 4.0, service industry should apply unique competitive strategies which are different from those of manufacturing industry. The manufacturing industry can compete with competitors through premium quality products which can be bought objectively by using indicators of product durability and disability. Competitive nature is different when we look at service industry.

In the context of service industries, such as retail industry, services quality provided to customers is difficult to measure because products sold to customers are intangible, high heterogeneity of services, and the time of services offered can be provided to customers together with the delivery of services provided by customers. These factors make it difficult for companies to determine the quality of services provided to customers, otherwise, many experts in the field of marketing advice service companies to use customer ratings of service quality as a tool for evaluating and improving product lifecycle quality.

Customer perceptions of service quality increasingly provide an important role for the service industry, especially companies in the category of shopping centers and modern markets. Based on data from [1], the number of shopping centers in Indonesia is 708 and the number of modern markets is 1,131. In the scope of Banten province, for example, there are 50 shopping centers and 39 modern markets. As we identified, a closest province to Banten, DKI Jakarta, has 80 shopping centers and 52 modern markets. In the competitive environment nowadays, shopping centers and modern markets in these two provinces are competing each other because of their close geographical location.

According to [1], a shopping center in a certain area consisting of one or several buildings that are erected vertically or horizontally, are sold or leased to business actors or managed by themselves to carry out trading activities of goods. A modern store is a shop with a self-service system, selling retail items in the form of minimarkets, supermarkets, department stores, hypermarkets or wholesalers in the form of grocery stores. In this activity, the modern store in question is a modern shop that has a floor area of more than 400 M² (four hundred square meters). If seen from BPS data, the competition to get and keep customers in the category of shopping centers and modern stores is very high. Positive customer ratings of service quality will be an important factor for success in competing in this industrial environment.

Research on repurchase and service quality in modern markets but traditional market categories has received very little attention from researchers. Traditional market sellers have increasingly found it difficult to keep customers and sales volumes high and stable with many modern shops such as minimarkets, supermarkets, hypermarkets and online shop. Store owners in the modern market need to change their sales strategy because the modern market is no longer the only place to get goods at the lowest price. Customers now have many alternative places to buy goods at the lowest price at the best service quality. Modern market needs to survive in the war of getting customers therefore, modern market needs to pay attention to the service quality offered to customers. This study aims to find empirical data on the relationship between service quality and facilities with the intention to make repeat purchases. The results of this study are expected to help modern market traders to improve

service quality to increase the potential for customer repurchases through sales strategies based on customer satisfaction.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer Satisfaction

Customer satisfaction is a customer evaluation of product or service consumed by customer to meet the needs and expectations of customers [2]. The company seeks to provide customer satisfaction because customer satisfaction is believed to be able to maintain customer [3]. It has been understood that customer retention become crucial topic for a long time because it could provide company revenues. Although the majority of research findings found that customer satisfaction significantly affected customers' intention to repurchase [3-6], and higher spending behavior [7] but some researchers find that customer satisfaction will affect repurchase only under certain conditions [7, 9].

Customer resource theory states that customers allocate various resources before making a purchasing decision. These resources can be in the form of money, time and effort, motivation, opportunity and cognitive abilities [7]. Based on this theory, it can be said that customer satisfaction will lead to repurchase decisions because when customers already have a positive experience with the company, customers no longer need to spend time and hard effort in making purchasing decisions. Experience may become valuable information for customers to make decisions for repeat patronage behavior in the future. Customer service experiences provided customer information for decision making. Moreover, customers who feel satisfied to the service would have a high motivation to make repeat purchase. Based on the theory and empirical support from previous researches, customer satisfaction has a positive relationship with customer repurchase behavior.

Service Quality

All forms of business today are required to provide satisfaction to customers. Customer satisfaction is an important factor for customers to build strong relationships. Customer satisfaction can be measured by the quality of services provided by the company. There are some measurement of service quality constructed by researchers. Parasuraman, Zeithaml, and Berry [9] build service quality measurements that can help companies to provide satisfaction to customers. The measurement of service quality that they developed consists of five dimensions. The first dimension, tangibles, includes physical facilities, equipment, and personnel presence (appearance and number of personnel). The second dimension, reliability, includes the company's ability to fulfill promises given to the public. The third, dimension, responsiveness, includes the desire (willingness) to help customers and quickly serve customer needs. The fourth dimension, assurance, includes employee knowledge and courtesy as well as the ability to build customer trust in the company. The fifth dimension, empathy, includes personal attention to customers and care for customers. According to Agustin and Singh [8], customer trust can play an motivator to generate customer loyalty intention.

The results of previous studies found that the dimensions of tangibles, reliability, responsiveness, assurance, empathy, network quality have a significant influence on service quality, which means these dimensions can be used to measure the services quality provided by companies to customers [10]. When customers evaluate positively the services quality provided by the company, customers will have a high perceived value of the company [10] so that customers have the intention to experience these positive experiences through repurchases. The results of research conducted at the context of Mall setting showed that service quality has an influence on customer loyalty [11]. Customer loyalty is shown in the form of repurchase behavior. In the study, they used four dimensions of service quality, namely physical aspects, reliability, personnel attention, and problem solving.

Various variations in service quality measurements can be grouped into two broad categories, namely (1) the physical facilities element that can make customers comfortable when making transactions and (2) the intangible element, fulfilling psychological satisfaction, which can provide positive emotions for customers when making transactions. The dimensions of service quality in this study use these two service quality categories. Based on the description and results of empirical research, the authors propose two hypotheses in this study:

H1: The physical dimension of service quality is positively correlated with repurchase.

H2: The intangible dimension, psychological satisfaction, is positively correlated with repurchase behavior.

RESEARCH METHOD

Researchers in this study applied a quantitative approach. This study uses surveys for data collection and correlation analysis to test the research hypotheses. The population of this research is modern market customers in the South Tangerang area. The research sample is Bintaro Jaya modern market. The procedure for taking data is random sampling method. The author distributes research questionnaires directly to customers of Bintaro Jaya modern market. Total questionnaires distributed to respondents were 200 but only 117 data can be used to test research hypotheses. A total of 83 questionnaires could not be processed because not all research questions were answered by respondents and some questionnaires had a centralized answer on one answer, for example all questions were answered disagree. So the response rate of this study was 58.5%.

The researchers in this study modify service quality questions by referring to several service quality measurement instruments published in journals such as questionnaires constructed by [9] and [12]. This modification is undertaken so that the research questions are more in line with the research context, namely modern market customers. The researchers submit eight question items for intangible dimensions, fulfillment of psychological satisfaction, such as (1) The atmosphere of the Bintaro Jaya modern market environment is convenient for me to shop, (2) The service of the sellers in the Bintaro Jaya modern market is satisfying, (3) Sellers in the Bintaro Jaya modern market are friendly and nice to me, (4) Sellers show a professional attitude by wearing polite and neat clothes, (5) Employees in the Bintaro Jaya modern market, for example market employees, security guards, parking

employees, provide satisfying services, (6) Stalls and shanties in the Bintaro Jaya modern market open at hours when I shop, (7) I can reach the location of the Bintaro Jaya modern market with convenient public transportation facilities, and (8) the Bintaro Jaya modern market is a comfortable market for shopping for various necessities.

Dimensions of physical facilities consist of four question items, namely (1) Needs facilities, such as public bathrooms and toilets, information offices, security offices, in the Bintaro modern market are fairly adequate, (2) The design and layout of the stalls in the Bintaro modern market are orderly and neat making it easier to find products, (3) Bintaro modern market provides credit card (t-cash/e-money) facilities that facilitate the payment of groceries, and (4) Cleanliness at the Bintaro modern market location is well maintained.

The researchers in this study also developed a question item to measure the intention to make a repeat purchase consisting of five questions, namely: (1) I recommend to a friend or family member to shop at the modern market, (2) I prefer to shop at the Bintaro modern market than at other traditional and modern markets in Bintaro area, (3) I intend to shop again in the Bintaro modern market, (4) I will talk about the good things about the Bintaro modern market to my family and partners so that they can make purchases at Bintaro modern market, and (5) I intend to always shop at the Bintaro modern market.

RESULTS

Characteristics of respondents in this study were of a total of 117 respondents, 49 respondents were male and 68 female. Respondents aged 21 to 25 years as many as 40 people, aged 26 to 30 years as many as 30 people, 31 to 35 years as many as 23 people, aged 36 to 40 years as many as 24 people. Based on the characteristics of the residence, as many as 75 respondents reside in the Bintaro area and 42 respondents live outside Bintaro. As many as 30 respondents have income of Rp. 5 million to Rp. 7 million per month, as many as 40 respondents have income more than Rp. 7 million to Rp. 10 million per month, and 47 respondents have income more than Rp. 10 million per month.

Validity testing is done by comparing between r-count and r-table. The question item is declared valid if the r-count is greater than the r-table where the r-table in this study is 0.1816. The instrument validity test results, intangible dimensions consisting of 6 question items, only 3 items that can be declared valid. Valid questions are questions 4, 5, 6. For the physical facility dimensions of 3 question items, only 1 question item is declared valid, namely question item 3. All question items for the repurchase variable, i.e., 5 question items are declared valid. So for hypothesis testing, only these question items will be used. The Cronbach Alpha value in this study was 0.655. Cronbach Alpha values > 0.6 are stated to meet the reliability criteria [13] so it can be concluded that the research instrument used is reliable. The results of testing data show that the data of this study are not normally distributed ($\text{sig} < 0.05$) so the correlation test that will be used for hypothesis testing is a non-parametric analysis, Kendall tau correlation test.

The results of the correlation test between dimensions of physical facilities and repurchases and intangible dimensions and repurchases are presented in the following Table 1 and Table 2.

Table 1. Correlation test results between facilities and repurchase

			Facilities	Repurchase
Kendall's tau_b	Facilities	Correlation Coefficient	1.000	.185 ⁺
		Sig. (2-tailed)	.	.022
		N	117	117
	Repurchase	Correlation Coefficient	.185 ⁺	1.000
		Sig. (2-tailed)	.022	.
		N	117	117

Table 2. Correlation test results between intangible dimensions and repurchase

			Intangibles Dimension	Repurchase
Kendall's tau_b	Intangibles Dimension	Correlation Coefficient	1.000	.087
		Sig. (2-tailed)	.	.266
		N	117	117
	Repurchase	Correlation Coefficient	.087	1.000
		Sig. (2-tailed)	.266	.
		N	117	117

Based on Kendall's correlation test results, it can be concluded that the first hypothesis proposed by researchers, namely the physical dimensions of service quality is positively correlated with supported repurchases with a significant value of 0.022 (at sig level 0.05) while the second hypothesis, namely the intangible dimension is positively correlated with repurchases not supported at the significance level of 0.05 because the correlation test value has a significance of 0.266 (> 0.05).

DISCUSSION

Based on empirical data of this study, Bintaro modern market can increase sales volume by paying attention to service quality in the dimensions of physical facilities such as improving cleanliness in the Bintaro modern market location because in this dimension the correlation value between physical facilities and repurchases has significance at the 0.05 level with correlation coefficient of 0.087.

The results of research on the relationship between intangibles aspects such as merchants should show a professional attitude by wearing polite and neat clothes, employees in the Bintaro modern market (e.g., market employees, security guards, parking employees) provide satisfying services, and the Bintaro modern market is a convenient market for shopping various necessities do not have a significant correlation to the intention to repurchase. The results of this study differ from the results of previous studies which found that reliability aspect and personnel attention which are dimensions of service quality have an influence on customer loyalty, where customer loyalty is characterized by repurchase behavior [11].

The explanation that can be given by researchers to the differences in the results of this study is caused by different research contexts. The research was conducted by [11] at the Mall while this research was carried out in the modern market. [2] states that customer satisfaction is the customer's assessment of the product or service consumed by customers to meet the

needs and customers' expectations. Based the statement, customers who shop at malls will have different expectations when they shop at the modern market. The modern market as a more-than-traditional market, still have some kinds conventional conditions. When customers shop at the modern market, they have lower expectations than when they shop at the Mall. When customers shop at the modern market, their expectation is only the availability of physical facilities such as cleanliness at the market location because the majority of the conditions of modern market hygiene are poorly maintained. Because customer expectations only focus on the physical condition of the cleanliness of the market, when the market is clean, customer expectations of the market have been met and customer satisfaction is created so that customers will come to shop again.

Based on the results of the study, the authors advise modern market sellers and managers of modern markets to maintain or even improve the cleanliness of modern market locations because this dimension has a significant correlation to repurchases. Although the intangible dimension (fulfillment of psychological needs) of customers has not been significant to repurchase because customers' expectations of the modern market are market cleanliness, but if sellers in modern market can provide more than customers' expectations, customers not only make repeat purchases but modern market traders can make customers do spending more money. It would be something urgent for management board in each modern market to redesign sales strategies in order to provide shopping experience for customers.

The results showed the important role of service quality factors in the formation of customer satisfaction. Long-term bonds with customers can not only be realized by creating customer loyalty, but also through developing more emotional bonds in the form of customer satisfaction with service quality. Customer satisfaction is basically a form of relationship between customers and products or services, but the relationship is more emotionally charged. Although emotional connection in the form of customer satisfaction are essentially short-term but can be something that lasts long because the feeling of satisfaction becomes information stored in memory that can one day be retrieved when customers need that information to generate behavior. Knowledge about the role of customer satisfaction to predict customer behavior in the context of purchase transactions in the modern market is the contribution of this research for the development of the science of consumer behavior.

This study has a number of limitations. The first limitation concerns the variables raised in this study which only cover two main variables in the context of consumer behavior, namely service quality and customer satisfaction. The service quality variable in this study only refers to the physical dimension of the construct. Meanwhile, customer satisfaction refers to the intangible dimension of the constructs. By only raising these two variables, this study has limitations in explaining the relativity of post-consumer behavior in modern markets. The second limitation relates to the difficulty of researchers to data collection at the time. Respondents of this study are middle-class and lower class people who when asked to fill in the data are in a condition of conducting purchase transaction activities in the market. In terms of the seriousness of the respondents in providing answers to the questions formulated in the questionnaire is something that is beyond the control of the researcher. Researchers have tried to get representative respondents but how high the level of seriousness of respondents in filling out the questionnaire is part of the limitations of this study.

Limitations of the study provide a research gap for future research. The next researcher can raise the product quality factor in their investigations combined with service quality factor. It needs to be done as far as the quality aspects of the products offered in the modern

market can contribute to the formation of customer satisfaction. It is important for subsequent researchers to see how the relationship between product quality, service quality, and satisfaction factors and customer loyalty factors. Scientific research related to customer loyalty to shop in the modern market relating to customer satisfaction and product and service quality has not been done much by researchers so that the researchers can raise the phenomenon of loyalty for future research.

CONCLUSION

This research is conducted by a quantitative approach. It aims to investigate the relationship between service quality provided by merchants (sellers) and customer's desire to repurchase product in modern markets. The service quality in the dimensions of physical facilities such as improving cleanliness of modern market location has a significant influence toward the customer repurchase behavior. This research also show that intangibles aspect such as professional attitude of merchant (for example, sellers wear polite and neat clothes) plays a significant role to create satisfying services and customer intention to repurchase. Accordingly, the manager in modern markets should build repurchase behavior among customers by creating high service quality. In the context of customer in the modern market, service quality becomes a crucial factor to create customer repurchase behavior.

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