

## The Effect Of Service Quality, Price And Store Environment On Customer Satisfaction At PT Benua Penta Global Medan

Steven Huwinata<sup>1</sup>, Vincent<sup>2</sup>, Wenny Meliani<sup>3</sup>

<sup>1,2,3</sup>Management, Economics, University of Prima Indonesia, Jl. Skip Jl. Sikambing, No. Simpang Sei Putih Tim I, Sumatera Utara 20111

E-mail: [realstevenhuwinata@gmail.com](mailto:realstevenhuwinata@gmail.com)

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### ABSTRACT

The purpose of doing this research is to find out the reduced customer satisfaction at PT Benua Penta Global caused by Service Quality, Price and Store Environment. The theory to support the research is the theory according to experts related to Service Quality, Price and Store Environment. 18,000 customers are the population of this study and 99 customers will be the sample of this research which is obtained from the slovin formula and 30 customers outside the sample are used to perform the Valid test. The results showed that Service Quality, Price and Store Environment simultaneously and partially had a significant effect on Customer Satisfaction with a coefficient of determination of 24.3% and the remaining 75.

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### 1. Introduction

PT Benua Penta Global Medan is engaged in the XO Suki restaurant which was established in 2004 and sells food in the form of steamboats. Where at that time the competition obtained by PT Benua Penta Global Medan was quite minimal because this company could be said to be the first to open a business in the form of Steamboat. Customer satisfaction is certainly one of the important factors to show the quality of a business. Customer satisfaction will greatly affect the continuity of the company where the higher the level of consumer satisfaction, the higher the consumer's desire to make repeat purchases. However, customer satisfaction from PT. The Continent of Penta Global Medan has experienced a decline where the company's sales have decreased from year to year.

There are several factors that can affect customer satisfaction, namely the quality of service. Service quality is very necessary in order to attract consumers to choose products from the company. However, the company has relatively few employees to deal with customers when in crowded conditions so that it affects the quality of company services. Low service quality will make customers less interested in consuming the food offered by the company. This is because the company also includes selling services in offering its products. The lack of service quality of the company will have a direct effect on customer satisfaction itself.

In addition, the price can also affect customer satisfaction where the price is very influential in terms of success in influencing customer satisfaction. The price offered by PT Benua Penta Global offers a product price that is more expensive than the price of its competitors because the company wants to reach the upper middle class market segment, thereby reducing customer satisfaction. With the high price of product offerings from the company, consumers feel that the products offered are too expensive so that customers also prefer to buy other products with the same or almost the same quality. This has an impact on customer satisfaction

Another factor is the store environment, where the store environment also affects customer satisfaction. Where a clean shop environment and nice decoration add to the satisfaction of a customer. However, the shop environment in this company is slightly less noticed, it can be seen from the length of time employees clean tables that have just been used by consumers, of course, it will reduce customer

satisfaction. although the decorations of the lights and walls have added to the beauty of this restaurant. But it can not be used as a guarantee that customer satisfaction will not decrease.

## 2. Literature Review

According to Tjiptono (2011: 59) service quality is the level of excellence expected and control over the level of excellence to meet customer desires. This component or driver forming customer satisfaction is especially for the service industry. According to (Bayhaqi, 2006: 15) service quality is the difference between customer expectations or their desires with their perceptions. Goeth & Davis (1994) defines service quality as a dynamic condition related to service products, people, processes and environments that are able to meet and or exceed consumer expectations.

According to Buchori alma (2011) price is the value of an item expressed in money. According to Kotler and Armstrong (2007:439) is the amount of value charged for a product, or the sum of the value exchanged by customers for the benefits of owning or using the product. According to Kolter and Keller (2012) price is the amount of money (possibly weighed by several goods) needed to obtain some combination of an accompanying service product.

According to Mattila and Wirtz (2008), said that an increase in purchases can be caused by the presence of stimuli and pleasant situations from the stimuli of the store environment. According to Peter and Olson (2000), the store environment is an environment that can cause affection, cognition, and consumer behavior and is a relatively closed environment. According to Mattila and Jochen Wirtz (2001), a store environment stimulus that can generate positive value for consumers thereby increasing the level of unplanned buying behavior is caused when music and aromas can be packaged properly to improve store quality.

## 3. Research Methods

This research will be conducted at PT. Benua Penta Global XO Suki Sun Plaza Jl.KH. Zainul Arifin no. 7 Medan. This research was conducted from September 2020 to February 2021. The research approach used was a quantitative approach. According to Thoifah (2016: 155), quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to find information about what we want to know. The type of research used in this research is descriptive quantitative. According to Thoifah (2016: 158), descriptive research is a research method aimed at describing existing phenomena, which are currently or in the past. then the nature of this research is Explanatory Research. According to Sugiyono (2016: 11), explanatory research is research that intends to explain the position of the variables studied and the relationship between one variable. According to Sugiyono (2012: 117) states that the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population is all customers of PT. Global Penta Continent that can be obtained from the number of transactions per day is an average of 50 transactions and multiplied by 360 days, which is 18,000 customers. The technique used in this research is simple random sampling technique. The sampling technique used the Slovin formula. The number of samples in this study were 99 customers. For testing the Validity and Reliability Test, 30 employees were taken outside the research sample. According to Sugiyono (2012: 193), the data collection technique of this research is to use a questionnaire, interviews and also the study of documentation to consumers. The type of data used in this research is quantitative data. According to Sugiyono (2016: 14), quantitative data is data in the form of numbers or qualitative data that is numbered. Sources of data used in this study is primary data is data obtained directly from the object under study. Primary data obtained from questionnaires conducted. Secondary data, among others, presented in the form of data, documents, tables on research topics. The data collection technique of this research is using the method of questionnaires, interviews and also the study of documentation to consumers. The type of data used in this research is quantitative data. According to Sugiyono (2016: 14), quantitative data is data in the form of numbers or qualitative data that is numbered. Sources of data used in this study is primary data is data obtained directly from the object under study. Primary data obtained from questionnaires conducted. Secondary data, among others, presented in the form of data, documents, tables on research topics. The data collection technique of this research is using the method of questionnaires, interviews and also the study of documentation to consumers. The type of data



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According to Ghozali (2016: 52), the validity test is used to measure the validity or validity of a questionnaire. A valid research instrument has high validity, otherwise an instrument that is less valid means it has low validity. According to Sanusi (2011: 77), the resulting  $r$  value is compared with the  $r$  table value with degrees of freedom ( $n-2$ ). If the calculated  $r$  value is greater than the  $r$  value in the table at a certain , namely 0.361, it means that it is significant so that it can be concluded that the question or statement is valid. According to Priyatno (2013: 30), a measuring instrument is said to be reliable if the tool in measuring a symptom at different times always shows the same results. So a reliable tool consistently gives the same measure of results. The reliability test method that is often used is Cronbach's Alpha. According to Sekaran in Priyatno (2013: 30), the decision making for the reliability test Cronbach's alpha  $< 0.6$  = poor reliability, Cronbach's alpha  $0.6-0.79$  = accepted reliability, Cronbach's alpha  $> 0.8$  = good reliability. According to Ghozali (2013: 160-161), the normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution. There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests. The test using graphs is divided into 2, namely: Histogram Graph and Normal Probability Plot Graph. Statistical test that can be used to test residual normality is the Kolmogorov-Smirnov (KS) non-parametric statistical test. Statistical test provisions  $> 0.05$ . According to Ghozali (2016: 103-104), "The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables. To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and Variance Inflation Factor (VIF), if the tolerance value 0.10 or VIF value 10 indicates the presence of multicollinearity. According to Ghozali (2013: 139), the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. According to Ghozali (2013: 139), there are several ways to detect the presence or absence of heteroscedasticity, namely looking at the scatter plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. And also the Glejser test, the test using statistics is by using the Glejser test with the criteria, namely if the Asymp value. Sig. greater than 0.05 then the data does not have heteroscedasticity symptoms.

$$U_t = + X_t + v_t$$

### **3.1 Research Model**

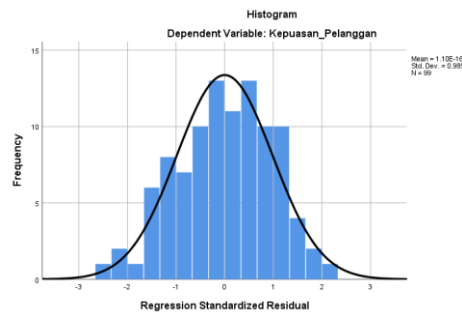
This research model uses multiple linear regression analysis. According to Thoifah (2016: 220), regression analysis is used to determine or predict changes that occur in certain variables because they are influenced by changes in other variables. The formula used is as follows. According to Ghozali (2016: 95), the coefficient of determination ( $R^2$ ) essentially measures how far the model's ability to explain the variation of the independent variables. A small value of Adjusted  $R^2$  means that the ability of the independent variables to explain the variation of the dependent variable is very limited, on the contrary the value of adjusted  $R^2$  which is close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. According to Ghozali (2013: 98), the F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. Simultaneous Test Terms If  $F_{count} < F_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected and vice versa According to Ghozali (2013:98), The t statistic test basically shows how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable. Partial Test Terms with the provisions If  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected. Vice versa

## **4. Results**

**Table 1.**  
Results of Descriptive Statistical Analysis  
Descriptive Statistics

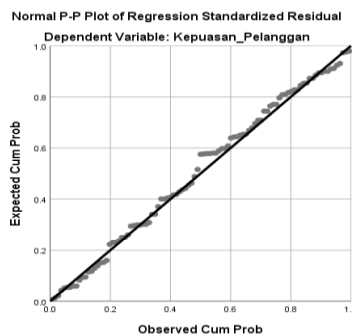
	N	Minimum	Maximum	mean	Std. Deviation
Service quality	99	9.00	26.00	17.7071	3.90774
Price	99	7.00	27.00	17.6263	5.01139
Neighborhood_Shop	99	8.00	29.00	21.2222	3.84537
Customer satisfaction	99	22.00	37.00	30.3737	3.81347
Valid N (listwise)	99				

From Table 1 it can be seen that the amount of data used is 99 people who are employees of PT. Global Penta Continent, service quality variable has a minimum value of 9 and a maximum value of 26 with an average of 17.7071 and a standard deviation of 3.90774. The store environment variable has a minimum value of 7 and a maximum value of 27 with an average value of 17.6263 and a standard deviation of 5.01139. Price variable has a minimum value of 8 and a maximum value of 29 with an average of 21.2222 and a standard deviation of 3.84537. The Work Productivity variable has a minimum value of 22 and a maximum value of 37 with an average value of 30.3737 and a standard deviation of 3.81347.



**Fig 1.** Normality Test Results with Histogram Graph

In Fig 1 above, it can be seen that the line drawing is in the shape of a bell, neither deviating to the left nor to the right. This shows that the data is normally distributed and meets the assumption of normality.



**Fig 2.** Normality Test Results with Probability Plot Method

Fig 2 above, shows the data spread around the diagonal line. This explains that the regressed data in this study is normally distributed.

**Table 2.**  
Results of Normality Testing One-Sample Kolmogrov-Smirnov Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters, b	mean	.0000000
	Std. Deviation	3.26673394
Most Extreme Differences	Absolute	.082
	Positive	.036
	negative	-.082
Test Statistics		.082
asympt. Sig. (2-tailed)		.102c

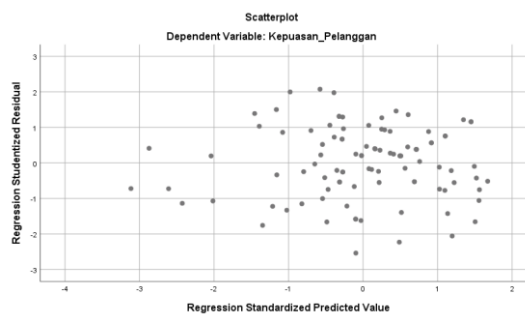
Based on table 2, the value of (*asympt. Sig. 2-tailed*) of 0.102. Because the significance is greater than 5% (0.05), the residuals are normally distributed.

**Table 3.**  
Multicollinearity Test Results  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	22,680	2,348		9,659	.000		
	Service quality	.217	.090	.222	2,420	.017	.916	1.092
	Price	-.205	.067	-.269	-3.044	.003	.988	1.013
	Neighborhood_Shop	.352	.091	.355	3.845	.000	.908	1,102

a. Dependent Variable: Customer\_Satisfaction

In Table 3, the value of VIF on the service quality variable is 1.092, the price is 1.013, and the store environment is 1.102 which is less than 10 and the value *Tolerance* for the service quality variable is 0.916, the price is 0.988, and the store environment is 0.908 which is more than 0.10. This shows that there are no symptoms of multicollinearity



**Fig 3.** Heteroscedasticity Test Results

In Fig 3, it can be seen that the scattered points do not form certain patterns and are spread well above the number 0 on the axis *Regression Studentized Residual* (y) and based on the figure, there is no heteroscedasticity so that the regression model is feasible to use to predict employee productivity based on independent variables.

**Table 4.**  
Test Results Glacier  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	3.339	1.309		2,550	.012		
Service quality	-.078	.050	-.165	-1,560	.122	.916	1.092
Price	.018	.038	.049	.477	.634	.988	1.013
Neighborhood_Shop	.019	.051	.040	.376	.708	.908	1,102

a. Dependent Variable: abs

From Table 4 it can be seen that the probability value of (*Sig.*) for the service quality variable is 0.122, the price variable is 0.634 and the store environment variable is 0.708. It can be seen that the significant value is above the 5% (0.05) confidence level, then the regression model does not contain heteroscedasticity.

**Table 5.**  
Multiple Linear Regression Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	22,680	2,348		9,659	.000		
Service quality	.217	.090	.222	2,420	.017	.916	1.092
Price	-.205	.067	-.269	-3.044	.003	.988	1.013
Neighborhood_Shop	.352	.091	.355	3.845	.000	.908	1,102

a. Dependent Variable: Customer\_Satisfaction

Source: Research Results, 2021

From table 5, the multiple linear regression equation in this study is as follows:

**Customer Satisfaction = 22.680 + 0.217 Service Quality – 0.205 Price + 0.352 Store Environment**

1. The constant a value of 22.680 means that if there is no service quality variable (X1), price (X2) and store environment (X3) = 0 then customer satisfaction will be worth 22.680 units.
2. The service quality variable (X1) is 0.217, which means that for every increase in the service quality variable by 1 unit, the value on customer satisfaction will increase by 0.217 units with the assumption that the other variables are constant.
3. The price variable (X2) is -0.205 which means that for every increase in the price variable by 1 unit, the value on customer satisfaction will decrease by 0.205 units with the assumption that the other variables remain constant.
4. The store environment variable (X2) is 0.352, which means that for every increase in the store environment variable by 1 unit, the value on customer satisfaction will increase by 0.352 units with the assumption that the other variables remain constant.



**Table 6.**  
Coefficient of Determination Value ( R Square )  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516a	.266	.243	3.31791

a. Predictors: (Constant), Store\_Environment, Price, Service\_Quality  
b. Dependent Variable: Customer\_Satisfaction

Based on Table 6, the value obtained from the third column is 0.243, meaning that variations in service quality, price and store environment variables can explain variations in customer satisfaction by 24.3% and 75.7% explained by others such as design, brand image.

**Table 7.**  
F-Test Results  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	379,360	3	126,453	11,487	.000b
Residual	1045,812	95	11,009		
Total	1425.172	98			

a. Dependent Variable: Customer\_Satisfaction  
b. Predictors: (Constant), Store\_Environment, Price, Service\_Quality

In Table 7, obtained  $F_{count}$  of 11.487 while at  $\alpha = 0.05$  obtained  $F_{table}$  of 2.70 so it can be concluded that the variables of service quality, price and store environment simultaneously have a significant influence on the variable customer satisfaction

**Table 8.**  
T-Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	22,680	2,348		9,659	.000		
Service quality	.217	.090	.222	2,420	.017	.916	1.092
Price	-.205	.067	-.269	-3.044	.003	.988	1.013
Neighborhood_Shop	.352	.091	.355	3.845	.000	.908	1,102

a. Dependent Variable: Customer\_Satisfaction

In Table 8, the results of the partial test obtained the following results:

1. The value of t count is  $2.420 > t_{table} 1.98525$  or the value of Sig t  $(0.017) < (0.05)$ . Thus, X1 affects Y. This result is in line with the statement from Tjiptono (2011: 59) that service quality is the level of excellence expected and control over the level of excellence to fulfill customer desires. from Montung (2015) which states that service quality partially affects customer satisfaction
2. The value of -t count  $-3.044 < -t_{table} 1.98525$  or the value of Sig t  $(0.003) < (0.05)$ . Thus, X2 affects Y. This result is in line with the statement of Kotler and Armstrong (2007:439) is the amount of value charged for a product, or the sum of the values exchanged by customers for the benefits of owning or

using the product. These results are in line with research from Cristiana and Marwanti (2019) which states that price partially affects customer satisfaction.

3. The value of  $t$  arithmetic is  $3.845 > t$  table  $1.98525$  or the value of  $\text{Sig } t (0.000) < (0.05)$ . Thus, X3 has an effect on Y. This result is in line with the statement of Peter and Olso who said that the store environment is an environment that can cause affection, cognition, and consumer behavior and is a relatively closed environment. These results are in line with research from Ristianito and Budiyo (2017) which states that partially the store environment has an effect on customer satisfaction

## 5. Conclusions

1. Service quality testing (X1) has a positive and significant effect on customer satisfaction (Y) PT. Global Penta Continent
2. Price testing (X2) has a negative and significant effect on customer satisfaction (Y) PT. Global Penta Continent
3. Store environment testing (X3) has a positive and significant effect on customer satisfaction (Y) PT. Global Penta Continent
4. Tests of service quality (X1), price (X2) and store environment (X3) have a significant and significant effect on customer satisfaction (Y) PT. Global Penta Continent

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