

# Building A Comprehensive Customer Satisfaction Model In Retail Business A Conceptual Approach

*by Nyoman Surya Wijaya*

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## Building A Comprehensive Customer Satisfaction Model In Retail Business: A Conceptual Approach

Putu Laksmita Dewi Rahmayanti<sup>1</sup>, I Wayan Suartina<sup>2</sup>, Nyoman Surya Wijaya<sup>3</sup>, Miko Andi Wardana<sup>4</sup>, Komang Sumerta<sup>5</sup>

<sup>1,2</sup>Faculty of Economic, Business, and Tourism, Universitas Hindu Indonesia, Bali

<sup>3,4</sup>Institute of International Business and Tourism, Bali

<sup>5</sup>Faculty of Economic, Ngurah Rai University, Bali

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### ABSTRACT

The purpose of this study is to build a comprehensive model of customer satisfaction. This research is an exploratory research through literature review. The analysis of the existing literature leads to the formulation of eight (8) research hypotheses. The findings of this study indicate that customer satisfaction is determined by product quality, service quality, perceived price fairness, promotion, distribution, brand image, attitudes, and customer experience. This research integrates in one conceptual model various variables that affect customer satisfaction which were previously studied separately. The influence and interaction of all the variables studied can explain what variables determine customer satisfaction. The results of the research in the form of a new comprehensive conceptual model can also be used as a consideration for retail businesses in increasing customer satisfaction.

#### E-mail:

Laksmita72@gmail.com

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### 1. Introduction

Customer satisfaction is very important for marketers because by making customers feel satisfied, the possibility of shopping again is very high. Therefore, all companies make their customers feel satisfied. (Islam et al., 2020; Abror et al., 2020; Dehghanpouri et al., 2020). The marketing concept is always oriented to provide satisfaction to its customers (Tansuhaj et al., 1987). Research on customer satisfaction has been carried out by many researchers, including (Famiyeh et al., 2018; Cakici et al., 2019; Sofi et al., 2020; Truong et al., 2020; Gligor et al., 2020; Slack and Singh, 2020; Slack et al., 2020; Raza et al., 2020; Rahmayanti et al., 2021). Customer satisfaction is the marketing goal of all businesses (Kataria and Saini, 2020), customer satisfaction is very important to increase sales turnover in the retail business (Hermawan and Yasa, 2021); customer satisfaction is also important to build loyalty in the service business (Ekawati and Yasa, 2018; Devi and Yasa, 2021), as well as in the manufacturing business.

To achieve customer satisfaction, many factors must be considered. Businesses can use a marketing mix strategy consisting of product, price, promotion, and distribution in order to satisfy their customers and make their customers love the brand (Yasa et al., 2022). In the retail business, including the franchise retail business, which is mushrooming, businesses are trying to offer quality products. Quality products are reflected in the quality of the goods sold, such as product freshness, product completeness, raw materials, durability. Product quality does have an influence on customer satisfaction. This is shown by the results of research conducted by several researchers, including: Tzeng et al., 2021; Diputra and Yasa, 2021; Evirasanti et al., 2016; Kaswengi et al., 2020). The better the quality of the products offered, the more customer satisfaction will be, but there are still studies

that show the opposite result, namely product quality has no significant effect on customer satisfaction.

In addition to product quality, there are still things that determine customer satisfaction, namely the quality of services provided (Angraini and Yasa, 2012; Sawitri et al., 2013; Dewi et al., 2014; Pooya et al., 2020; Haron et al., 2020). Service quality which includes tangible, reliability, responsiveness, assurance, and empathy does have a positive and significant influence on customer satisfaction (Rew et al., 2021); but of the many studies on the effect of service quality on customer satisfaction, there are still some that show the opposite result, namely service quality has no significant effect on customer satisfaction (Evirasanti et al., 2016). For retail business, apart from the two variables, namely product quality and service quality, there are other variables that determine customer satisfaction, namely price perception, promotion, distribution, brand image, attitude, and shopping experience.

Price is the value of rupiah that must be paid by consumers to get the desired goods. Price perception also has a positive and significant effect on customer satisfaction (Haverila and Twyford, 2021). What is meant by price here is a competitive price or a reasonable price. If the customer does not feel lost by spending a certain amount of money to get the goods purchased, the customer will be more satisfied (Pratiwi et al., 2020), but there are also those who show the opposite result, namely the price is not able to make the customer feel satisfied. Furthermore, other variables in the marketing mix, such as promotions, also greatly determine customer satisfaction (Solimun and Fernandes, 2018). According to Hermawan and Yasa (2021), the better the promotion, such as giving price discounts and giving gifts to customers, the more satisfied customers can be. Likewise, distribution from retail locations makes it easy for customers to get the goods they want to buy. This can also cause customers to feel satisfied.

In addition, there are other researchers who state that in addition to the marketing mix designed by marketers that can cause customers to feel satisfied, there are other variables that are perceived or felt by customers that affect their satisfaction. These variables are brand image, attitude, and customer experience in shopping. Brand image also really determines customer satisfaction. If the brand image of the franchise retail business is getting better, it can increase customer satisfaction. This is supported by several other research results such as the results of research from Putri and Yasa (2022), which states that the better the brand image, the higher customer satisfaction. Likewise, a positive attitude about the franchise retail business can also have an impact on increasing customer satisfaction. This is supported by the results of research from several previous researchers, among others: which states that a better attitude can increase customer satisfaction.

Furthermore, the feeling experienced by customers in the form of a positive experience or a good experience when shopping at a franchise retail business can also affect customer satisfaction. If the perceived experience is good then customer satisfaction also increases. These results are in line with the research results of Suandana et al. (2016), which states that experience has a positive and significant effect on customer satisfaction. Of the eight variables that affect customer satisfaction, the purpose of this study is to build a model of customer satisfaction based on product quality, service quality, price perception, promotion, distribution, brand image, attitude, and customer experience.

## 2. Methods

This research is an exploratory research using a research method in the form of a literature review. Analysis and synthesis of the results of a literature review related to the variables of product quality, service quality, perceived fairness of prices, promotions, distribution, brand image, attitudes, and customer experience. First, collect a series of articles related to these variables from indexed journals both indexed by Scopus and Google Scholar so that the most common variables that determine customer satisfaction are product quality, service quality, perception of fairness of price, promotion, distribution, brand image, attitude, and customer experience. Second, develop an integrated model of the relationship to the nine variables in a new integrated conceptual model and develop eight (8) hypotheses that describe the relationship between these variables. This new conceptual model

describes the determinants of customer satisfaction. Furthermore, this research requires testing the validity of the model and also needs to be tested in the future with a quantitative approach.

### 3. Results And Discussion

#### 3.1 Hypothesis Development

##### a. The Effect of Product Quality on Customer Satisfaction

Better product quality maintains a high level of customer satisfaction, which encourages customers to make purchases in the future (Gok et al., 2019). Solimun and Fernandes (2018) mention product quality is also one of the elements that build customer satisfaction. Kaswengi et al. (2020), in his research examining the effect of product quality on customer satisfaction, he obtained positive and significant results. Then, Chumpitaz and Paporoidamis (2020), also stated the same thing in their research finding results that product quality has a positive and significant effect on customer satisfaction. Based on empirical studies, the following hypotheses can be formulated:

H1 : Product quality has a positive and significant effect on customer satisfaction

##### b. The Effect of Service Quality on Consumer Satisfaction

Khamis and AbRashid (2018), state that service quality has a positive and significant relationship to customer satisfaction. Xie and Sun (2021), stated that service quality has a positive influence on customer satisfaction. Research results from Murrar et al. (2021), suggests that service quality has a positive and significant impact on customer satisfaction. Ahmed et al. (2022), stated that service quality has a direct and significant influence on customer satisfaction. The same result was shown by Suryaatmaja et al. (2016), that service quality is able to increase customer satisfaction. Likewise, Sanjaya and Yasa (2018); Ozkan et al. (2020), Pramyda and Yasa (2021); Devi and Yasa (2021), stated that the service quality variable had a significant influence on the customer satisfaction variable. Based on the results of previous research, the following hypotheses can be built:

H2: Service quality has a positive and significant effect on customer satisfaction

##### c. The Effect of Price Fairness on Customer Satisfaction

A reasonable price will result in high consumer satisfaction through perceived perceptions (Ahmed et al., 2022). Consumers are people who spend money to pay for the products they consume, so that only consumers can determine the high and low prices they pay (Pratiwi et al., 2020). If the price of the goods he pays feels reasonable, then it becomes one of the determinants of his satisfaction. This is revealed in the results of research: Herrmann et al. (2007); Atmadja and Yasa (2020); Asadi et al. (2014); Rasmiati and Yasa (2019); Rama (2020), Gita et al. (2020), which states that if the reasonableness of the price is getting better, the level of customer satisfaction will increase. Based on theoretical studies and the results of previous studies, the second hypothesis in this study is formulated as follows:

H3 : Price fairness has a positive and significant effect on customer satisfaction

##### d. The Effect of Promotion on Customer Satisfaction

Promotion is an activity to increase sales turnover by giving gifts to consumers when they make a purchase. A very common form of promotion is sales promotion, which can give a price discount or buy one product to get an additional gift of one item. Promotional activities carried out by a business can increase customer satisfaction (Langga et al., 2021). Research from Blom et al. (2021), stated that promotion has a positive and significant relationship to customer satisfaction. Murshid et al. (2016); Muderawan et al. (2020); and Hermawan and Yasa (2021), stated that promotion has a positive influence on customer satisfaction. The results of Kaveh et al. (2021) suggest that promotion has a positive and significant effect on customer satisfaction. Teck and Cyril (2013) stated that promotion has a direct and significant effect on customer satisfaction. Gorji and Siami (2020), stated that the promotion variable had a significant influence on the customer satisfaction variable. Based on the results of previous research, the following hypotheses can be built:

H4: Promotion has a positive and significant effect on customer satisfaction

##### e. The Effect of Distribution on Customer Satisfaction



Distribution is the process of distributing goods from producers to consumers. The faster and closer to the consumer, the faster the distribution of goods, and this can improve the services provided to consumers so that consumers feel satisfied. The effect of distribution on customer satisfaction is also investigated by Akroush (2012) which shows the results that a good distribution can increase customer satisfaction. Research from Murfield et al. (2017) also stated that distribution has a positive and significant relationship to customer satisfaction. Hsieh et al. (2012) stated that distribution has a positive influence on customer satisfaction. The results of research from Ma (2017), suggest that distribution has a positive and significant effect on customer satisfaction. Lange et al. (2017) and Karimi et al. (2019), states that intensive distribution has a direct and significant effect on customer satisfaction. Based on the results of previous research, the following hypotheses can be built:

H5: Distribution has a positive and significant effect on customer satisfaction

**f. The Effect of Brand Image on Customer Satisfaction**

Brand image is an image attached to a brand, it can involve the quality of products and services received by customers (Asdiana and Yasa, 2020). Previous research from Koo (2003); Khodadad and Behboudi (2017); Nawi et al. (2019), states that brand image has a positive and significant relationship to customer satisfaction. Erkmén and Hancer (2019), states that brand image has a positive influence on customer satisfaction. The results of research from Kittur and Cahterjee (2021), suggest that brand image has a positive and significant effect on customer satisfaction. Espinosa et al. (2018), states that brand image has a direct and significant influence on customer satisfaction. Ryu et al. (2012) and Putri and Yasa (2022), stated that the brand image variable had a significant influence on the customer satisfaction variable. Based on the results of previous research, the following hypotheses can be built:

H6: Brand image has a positive and significant effect on customer satisfaction

**g. The Effect of Attitude on Customer Satisfaction**

Research from Ayo et al. (2016), stated that attitudes have a positive and significant relationship to customer satisfaction. Al Amin et al. (2021), stated that attitude has a positive influence on customer satisfaction. The results of research from Ibrahim and Najjar (2008), suggest that a positive attitude affects customer satisfaction. Dang et al. (2022), stated that attitudes have a direct and significant influence on customer satisfaction. Farrag et al. (2022), stated that the attitude variable had a significant influence on the customer satisfaction variable. Based on the results of previous research, the following hypotheses can be built:

H7: Attitude has a positive and significant effect on customer satisfaction

**h. The Effect of Experience on Customer Satisfaction**

According to Kusumawati and Rahayu (2020), experience is what consumers have ever felt when making a purchase and it becomes a feeling that determines their happy emotions. If the experience felt by the customer is good, it will result in a feeling of satisfaction (Riasma et al., 2018). And vice versa. According to Ratnasari et al. (2021), stated that experience had a positive and significant effect on customer satisfaction. This is also supported by several research results such as that conducted by O. Pappas et al. (2014); Rambocas et al. (2014); Hitiyar et al. (2018); Cunningham et al. (2021); Chung and Welty (2022); Kumar et al. (2022), which says that the better the customer experience, the better the customer satisfaction. Based on the results of previous research, the following hypotheses

H8: Experience has a positive and significant effect on customer satisfaction

**3.2 Conceptual Model**

**a. Based on the existing propositions, the conceptual model that can be built is shown in the following figure.**

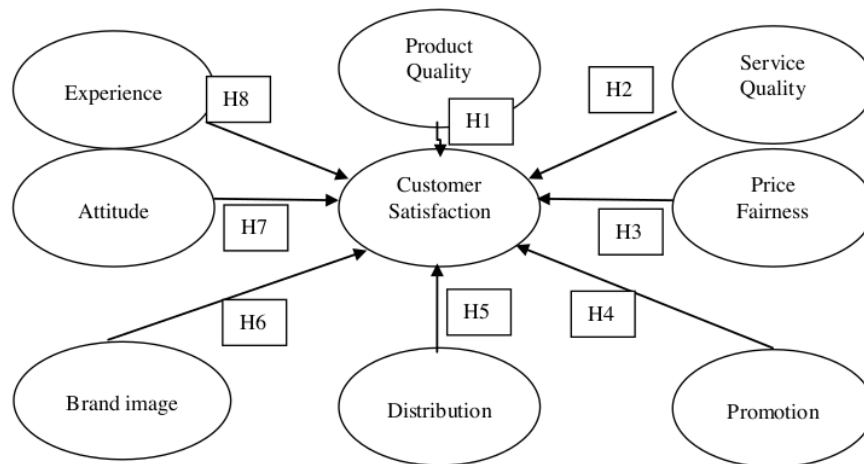


Figure 1. Research Concept Framework

#### 4. Conclusion

This research can enrich the concept of relationship between product quality, service quality, price perception, promotion, distribution, brand image, attitude, and consumer experience with customer satisfaction. This research model can be said to be new because it was developed by combining research models from previous researchers who conducted research on customer satisfaction only paying attention to two or three variables determining customer satisfaction, while in this study the determinants of customer satisfaction were eight variables. Through this conceptual model, it can also provide practical benefits to retail businesses that to build and improve customer satisfaction, they should always pay attention to the variables in the model. In the future, this research needs to be continued with field research and analyzed using quantitative analysis (multiple linear regression analysis) and tested for validity and reliability.

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