

THE INFLUENCE OF THE AVAILABILITY OF PRODUCTS NEEDED BY CONSUMERS ON THE LEVEL OF CUSTOMER SATISFACTION AT INDOMARET STORES DIPONEGORO CITY OF GUNUNGSITOLI

by

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ABSTRACT

Product availability is one of the indicators in the price aspect and product availability is the retailer's ability to meet customer demand for certain goods. While customer satisfaction is the customer's response or response in the form of feelings or assessments of product use where their expectations and needs are met. The purpose of this study is 1) To determine whether there is an influence of the availability of products needed by consumers on the level of customer satisfaction at the Indomaret Diponegoro store in Gunungsitoli City. 2) To determine how much influence the availability of products needed by consumers has on the level of customer satisfaction at the Indomaret Diponegoro store in Gunungsitoli City. The results of the study show that: (1) Product availability has a positive effect on customer satisfaction. This is confirmed by the valid value of data processing results. Variables X and Y have a Sig. <0.05 value and the reliable test shows that Cronbach's Alpha is at a value greater than 0.6, namely the value of Variable X = 0.886 and the value of Variable Y = 0.842. Therefore, the reliability test of the two variables can be declared reliable because the Cronbach Alpha value is above 0.6. (2) The coefficient of determination of the R Square value shows a value of 0.787. If the percentage is at a value of 79%, this is the value of the Product Availability variable that can be explained.

Keywords: Product Availability and Customer Satisfaction

PENGARUH KETERSEDIAAN PRODUK YANG DIBUTUHKAN OLEH KONSUMEN TERHADAP TINGKAT KEPUASAN PELANGGAN DI TOKO INDOMARET KOTA DIPONEGORO, KOTA GUNUNGSITOLI

ABSTRAK

Ketersediaan produk merupakan salah satu indikator dalam aspek harga, dan ketersediaan produk adalah kemampuan pengecer untuk memenuhi permintaan pelanggan terhadap barang tertentu. Sementara kepuasan pelanggan adalah respons atau tanggapan pelanggan dalam bentuk perasaan atau penilaian terhadap penggunaan produk di mana harapan dan kebutuhannya terpenuhi. Tujuan penelitian ini adalah 1) Untuk menentukan apakah ada pengaruh ketersediaan produk yang dibutuhkan konsumen terhadap tingkat kepuasan pelanggan di toko Indomaret Diponegoro di Kota Gunungsitoli. 2) Untuk menentukan seberapa besar pengaruh ketersediaan produk yang dibutuhkan konsumen terhadap tingkat kepuasan pelanggan di toko Indomaret Diponegoro di Kota Gunungsitoli. Hasil penelitian menunjukkan bahwa: (1) Ketersediaan produk memiliki pengaruh positif terhadap kepuasan pelanggan. Hal ini dibuktikan dengan nilai valid hasil pengolahan data. Variabel X dan Y memiliki nilai Sig. <0.05 dan uji reliabilitas menunjukkan

bahwa Cronbach's Alpha berada pada nilai lebih dari 0,6, yaitu nilai Variabel X = 0,886 dan nilai Variabel Y = 0,842. Oleh karena itu, uji reliabilitas kedua variabel dapat dinyatakan reliabel karena nilai Cronbach Alpha berada di atas 0,6. (2) Koefisien determinasi nilai R Square menunjukkan nilai 0,787. Jika persentasenya berada pada nilai 79%, ini adalah nilai variabel Ketersediaan Produk yang dapat dijelaskan.

Kata kunci: Ketersediaan Produk dan Kepuasan Pelanggan

INTRODUCTION

Gunungsitoli City is a perfect location for Indomaret. Indomaret is a minimarket chain that provides basic necessities and daily necessities. Indomaret itself is a trademark owned by PT. Indomarco Prismatama. Indomaret entered or was established in Nias/Gunungsitoli on December 28, 2022. With various sales concepts, facilities, and products, the numerous minimarkets provide customers with a choice for making purchases. Repurchase intention is a purchase intention based on past purchasing experiences. Purchase intention is part of the behavioral component of consumer attitudes. Customer purchase intention is the stage where customers form their choices among several brands included in the choice set. Then, ultimately, they make a purchase on their most preferred alternative, or the process customers go through to purchase a product or service based on various considerations.

Lack of product availability will lead to a negative perception among customers, which will reduce trust in the product and lead to a tendency to choose other alternatives. Customers who come with the hope of purchasing a particular product are disappointed when the desired product is not available. This can reduce their satisfaction with the brand or company. When customers cannot find the product they want, they may turn to competitors who can provide it. This can lead to lost sales opportunities and decreased customer loyalty. From the above explanation, it can be concluded that product availability guarantees the availability of a complete product according to customer needs. While a lack of product availability leads to decreased customer trust in the product or a decrease in customer satisfaction levels. Customers will feel satisfied when the product they need is available and satisfies their expectations and desires. Product availability that meets market demand is one of the most important aspects in increasing customer satisfaction. If the product consumers are looking for is available in the store, customers will feel satisfied because they can fulfill their needs or desires without any obstacles. Consumers tend to be more trusting and loyal to companies that can consistently provide the products they want. Customers who successfully find the product they are looking for will be happy and have a satisfying shopping experience. The availability of diverse products gives customers more choices to find products that suit their preferences and needs. For example, if a store sells various sizes, colors, and product variants, customers can choose according to their wishes. According to (Sesaria, 2020), "Customer satisfaction is a customer's response or reaction in the form of feelings or assessments regarding the use of a product where their expectations and needs are met." If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. Furthermore, if performance exceeds expectations, customers will be very satisfied or happy.

Based on observations that there has been a decline in customers at the Indomaret Diponegoro Store, where there is a lack of product availability, such as: cosmetics, kitchen

ingredients, eggs and daily necessities. Where cosmetics are very much needed by women and even men as well as kitchen ingredients, eggs and daily necessities, so that the lack of product/cosmetic availability causes a decrease in customer satisfaction levels or a feeling of dissatisfaction because the product the customer is looking for is not available. The lack of availability of products needed by consumers is one of the challenges that can have a major impact on customer satisfaction levels. When customers cannot find the product they are looking for, feelings of disappointment and dissatisfaction often arise, which can damage the relationship between the company and its customers. This problem not only affects customer satisfaction, but can also have an impact on brand image, revenue, and customer loyalty. Where customer satisfaction is a benchmark for companies to take corrective actions in the future. If customers do not get the product they expect, then it is likely that the customer will not subscribe and may tell their complaints to other potential customers. Of course, this will be a threat to the company's sustainability. Conversely, if customers succeed in finding the product they are looking for, they will feel happy and have a satisfying shopping experience. Based on the researcher's observations above, this is corroborated by previous research by Nanda Feby Chatrina and Suwanto (2022), which "shows that product availability has a positive and significant influence on customer satisfaction. This indicates that if consumers' perceptions of product availability are met according to their desires, it will influence customer satisfaction and their perceived satisfaction with the product."

The purpose of this study is to determine whether there is an influence of the availability of products needed by consumers on the level of customer satisfaction and how much influence the availability of products needed by consumers has on the level of customer satisfaction at the Indomaret Diponegoro store in Gunungsitoli City.

LITERATURE REVIEW

Product Availability

Product availability is the ability of a company or retailer to ensure that products are easily accessible to consumers according to their needs (Susanti et al., 2021; Utama, 2012; Sugiharto & Renata, 2020; Jandri et al., 2022). High levels of product availability increase consumer satisfaction and purchasing interest, while low availability can lead to negative perceptions, except for popular products with limited stock, which actually increase their appeal. Factors affecting product availability include storage costs and stockout costs (Guritno & Harsasi, 2019). Inventory management functions to maintain optimal product quantities to maximize profits, meet demand, and protect against price risks and raw material delays (Haizer & Render in Purnama & Simatupang, 2021). Product availability dimensions include On-shelf Availability (OSA), which indicates the availability of goods on shelves (Astuti & Hakim, 2021). Product availability indicators include whether products are easily visible, neatly arranged, and always available (Susanti et al., 2021).

Customer satisfaction

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing product performance to consumer expectations (Kotler & Keller in Sesaria, 2020). Factors influencing satisfaction include product quality, price, service, emotional factors, and ease of product acquisition (Nasruddin & Nurchayati, 2019). Measurement methods can be implemented through complaint and suggestion systems, mystery shopping, lost customer analysis, and satisfaction surveys (Windasuri et al., 2017). Customer satisfaction types are divided into demanding, stable, resigned satisfaction, stable dissatisfaction, and demanding dissatisfaction

(Tjiptono & Anastasia, 2019). Some key theories of customer satisfaction include contrast theory, assimilation theory, and assimilation-contrast theory (Tjiptono & Anastasia, 2019). Customer satisfaction brings significant benefits to companies, such as increased revenue, loyalty, and positive recommendations (Ismanto, 2020). Indicators include price, promotions, location, amenities, atmosphere, meeting expectations, intention to revisit, and willingness to recommend (Fahriani & Febriyanti, 2022).

The Relationship Between Product Availability and Customer Satisfaction

Product availability significantly impacts customer satisfaction. Available products increase trust, loyalty, and a positive shopping experience. Conversely, product shortages lead to disappointment and drive consumers to competitors. Research by Nanda Feby Chatrina & Suwanto (2022) also shows that product availability positively impacts customer satisfaction.

RESEARCH METHODS

The type of research that will be used in this study is Quantitative because it is in the form of numbers or figures. Viewed from the perspective of the method or technique of data collection, the data collection technique can be done by interview, questionnaire, observation, and a combination of the three. "The population in this study is Indomaret Diponegoro customers in Gunungsitoli City as many as 450 people and a sample of 30 people.

RESEARCH RESULTS AND DISCUSSION

This research was conducted at the Indomaret Diponegoro store in Gunungsitoli City, with 30 customers selected as a sample. The objective of the study was to determine the extent to which the availability of products needed by consumers influences customer satisfaction levels. Based on the results of data processing using SPSS version 22, the validity and reliability test results showed that all statement items in the questionnaire were declared valid and reliable. The Cronbach's Alpha value for variable X (product availability) was 0.886, and for variable Y (customer satisfaction) was 0.842, both greater than 0.6. This proves that the research instrument is suitable for further analysis. The results of the coefficient of determination (R^2) test show a value of 0.787 or equivalent to 78.7%, which means that the variation in customer satisfaction variables can be explained by the product availability variable by 78.7%, while the remaining 21.3% is influenced by other factors outside this study such as price, service quality, and customer emotional factors.

The results of a simple linear regression analysis indicate that product availability has a positive effect on customer satisfaction. The higher the level of product availability in the store, the higher the customer satisfaction. The t-test results also support this with a Sig. value <0.05 , so the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected. This means that there is a significant influence between product availability and customer satisfaction at the Indomaret Diponegoro Store in Gunungsitoli City. The results of this study indicate that product availability is a key factor in determining customer satisfaction. Customers will be satisfied if the products they need are fully available and easily accessible. This finding aligns with the theory proposed by Susanti et al. (2021) that product availability is a crucial indicator of meeting customer needs. When a product is readily available on the shelves and easily accessible, customers will perceive the store as having a good service system.

Product availability is also closely related to a positive shopping experience. Based on questionnaire results, the majority of respondents stated that they felt comfortable and confident shopping at Indomaret Diponegoro when essential products like kitchen ingredients, cosmetics,

and eggs were fully stocked. Conversely, when product stocks decreased, customers expressed disappointment and decreased their interest in returning. This finding aligns with previous research by Nanda Feby Chatrina and Suwanto (2022), which found that consumer perceptions of product availability have a positive and significant impact on customer satisfaction. This means that the more consumers' desires are met with available products, the higher their perceived level of satisfaction.

Furthermore, the results of this study support Kotler and Keller's (2020) argument that customer satisfaction arises when a company's performance meets or exceeds customer expectations. In the context of this study, Indomaret Diponegoro is able to meet customer expectations by consistently ensuring the availability of the desired items. This strengthens customer loyalty and increases trust in the Indomaret brand. From a managerial perspective, this study's findings underscore the importance of efficient inventory and supply chain management. Indomaret management must maintain the availability of high-demand products to prevent stockouts. When customers find the products they're looking for readily available, the shopping experience becomes smoother and more satisfying. Overall, the research results show that higher product availability leads to higher customer satisfaction. In other words, product availability not only impacts immediate transactions but also determines loyalty and a positive store image in the eyes of customers.

CONCLUSION

The results of the study indicate that product availability has a positive and significant impact on customer satisfaction at the Indomaret Diponegoro Store in Gunungsitoli City. The more complete and easily accessible the products, the higher the level of customer satisfaction. A determination value of 78.7% confirms that customer satisfaction is largely influenced by product availability, while other factors such as price and service also play a role. Indomaret is advised to improve its inventory management system to ensure products are always available to meet consumer needs. Furthermore, regular monitoring of demand for popular products is necessary to prevent stockouts and maintain customer loyalty. For further research, it is recommended to add other variables, such as price or service quality, for a more comprehensive analysis.

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