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The Influence of Product Quality and Price on Customer Satisfaction at Alfamart Bangkingan Surabaya Outlets

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Abstract*: This study examines the relationship between product quality, price, and customer satisfaction at Alfamart Bangkingan Outlet in Surabaya. A quantitative approach was applied using data collected from 100 customers through a four-point Likert-scale questionnaire and purposive sampling. The data were analyzed using multiple linear regression with IBM SPSS Statistics version 26. The partial test results indicate that product quality is positively and significantly associated with customer satisfaction ($t = 4.215$, $p < 0.001$). Price also shows a positive and significant association with customer satisfaction ($t = 3.892$, $p < 0.001$). The simultaneous test confirms that product quality and price are jointly significantly associated with customer satisfaction ($F = 45.621$, $p < 0.001$). The adjusted coefficient of determination (Adjusted R^2) is 0.474, indicating that the model accounts for 47.4% of the variation in customer satisfaction, while the remaining 52.6% is associated with factors outside the model. These findings suggest that product quality and price are relevant factors associated with customer satisfaction, although they do not fully explain it. Practically, store management should maintain product quality through regular product rotation and effective stock management, while ensuring consistency between shelf prices and cashier prices. These measures are aligned with the study's findings and may help improve customers' shopping experiences.*

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Introduction

The development of the modern retail industry in Indonesia is experiencing very dynamic acceleration along with changes in lifestyle and consumption patterns. PT Sumber Alfaria Trijaya Tbk (Alfamart), as one of the largest minimarket retailers, operates more than 17,900 outlets in Indonesia and around 340 outlets in Surabaya (PT Sumber Alfaria Trijaya Tbk, 2023). In an increasingly competitive landscape, particularly in suburban areas of West Surabaya, such as Bangkingan Village, with a retail density of 2.3 outlets per square kilometer (Surabaya City Trade Office, 2022), the success of retail outlets is largely determined by the level of customer satisfaction. The Alfamart Bangkingan outlet plays a strategic role for the local community, given the lack of a traditional market within a one-kilometer radius. However, consumer complaint reports on the independent platform Media Konsumen

(2026) indicate potential serious problems related to delays in product rotation nearing expiration, stock shortages, and discrepancies between shelf label prices and cashier transaction prices.

Conceptually, customer satisfaction is defined as a post-purchase evaluation in which perceptions of product and service performance meet or exceed consumer expectations (Kotler & Keller, 2016). Product quality, including stock availability, conformity to standards, and physical packaging integrity, are key determinants of retail satisfaction (Kotler & Armstrong, 2018; Tjiptono, 2019). Furthermore, price variables, particularly affordability, competitiveness, and perceived price fairness, play a direct role in shaping consumer value perceptions post-pandemic (Siregar & Haryanto, 2020; Wibowo & Prasetya, 2023). However, there remains a research gap; Some studies place product quality as the most dominant predictor (Prasetyo & Wahyudi, 2020; Putri & Firmansyah, 2022), while other studies found that price variables are more dominant in influencing satisfaction in the New Normal era (Rahmawati et al., 2021; Wibowo & Prasetya, 2023).

Based on the practical urgency and literature gap, the problem formulation in this study is explicitly stated: (1) Does product quality have a partial effect on customer satisfaction at Alfamart Bangkingan Surabaya Outlet? (2) Does price have a partial effect on customer satisfaction at Alfamart Bangkingan Surabaya Outlet? and (3) Do product quality and price simultaneously have an effect on customer satisfaction at Alfamart Bangkingan Surabaya Outlet? In line with the problem formulation, this study specifically aims to analyze and empirically prove the partial and simultaneous effects of both independent variables on customer satisfaction. The scientific relevance of this study lies in its contribution in enriching the marketing management literature regarding retail consumer behavior in post-pandemic suburban areas, as well as providing a factual database for store operational management in developing strategies to improve quality and price transparency.

Research methods

This study implemented a quantitative approach with a descriptive-causal design to examine the causal relationship and the strength of influence between variables in a measurable manner (Sugiyono, 2019; Sekaran & Bougie, 2016). Based on the time dimension, this study is cross-sectional in nature where primary data collection was conducted over a specific time period, namely between March and June 2026 at the Alfamart Bangkingan outlet, Lakarsantri District, Surabaya City.

The target population of the study included all active customers of the Alfamart Bangkingan outlet whose number was unknown. The minimum sample size was calculated using the Lemeshow formula with a margin of error of 10% and a confidence level of 95%, resulting in a figure of 96.04 and rounded up to 100 respondents to ensure the stability of the regression estimate (Hair et al., 2019; Riyanto & Hatmawan, 2020). The sampling technique applied non-probability sampling with a purposive sampling method. The sample inclusion criteria included: (1) customers who had shopped at the Alfamart Bangkingan outlet in the last three months, (2) at least 17 years old, and (3) willing to fill out the questionnaire instrument voluntarily and independently.

Primary data collection was conducted through face-to-face surveys using a 4-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree) to eliminate the tendency for centralized/neutral responses (Sekaran & Bougie, 2016). The Product Quality variable (X1) was measured using 4 indicators (physical condition, stock availability, functional accuracy, and overall assessment), the Price variable (X2) was measured using 4 indicators (affordability, value conformity, competitiveness, and price consistency), and Customer Satisfaction (Y) was measured using 4 indicators (expectation conformity, overall satisfaction, intention to return, and willingness to recommend). Before multiple linear regression analysis was conducted, the instrument was first tested for validity using Pearson Product Moment correlation (r-calculated > r-table 0.361; df=28; α=0.05) and reliability testing using Cronbach's Alpha ($\alpha \geq 0.60$). In addition, classical assumption tests including the Kolmogorov Smirnov normality test ($p > 0.05$), multicollinearity test (Tolerance > 0.10; VIF < 10), Glejser heteroscedasticity test ($p > 0.05$), and Durbin Watson autocorrelation test were all carried out using IBM SPSS Statistics 26.

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Results and Discussion

Key Findings and Data Analysis Results

Based on the results of data collection on 100 respondents, demographic descriptions show that the majority of customers operate in the 17–35 years age group (68%) which reflects the productive age population of the Bangkingan suburban area. The results of the validity and reliability testing of the instrument on 30 initial respondents confirmed that all 12 statement items were proven valid (r count ranged from 0.542–0.811 > r table 0.361) and very reliable with Cronbach's Alpha coefficients of 0.812 for X1, 0.795 for X2, and 0.834 for Y (overall > 0.60).

The classical assumption test proves that the constructed regression model meets all statistical requirements. The Kolmogorov Smirnov normality test produces an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), which indicates that the residual data is normally distributed. The multicollinearity test shows a Tolerance value of 0.714 (> 0.10) and a VIF of 1.401 (< 10) for both independent variables, so the model is free from multicollinearity symptoms. The heteroscedasticity test using the Glejser test produces a significance value above 0.05 for X1 (p = 0.412) and X2 (p = 0.328), proving that heteroscedasticity does not occur. Furthermore, the results of the multiple linear regression analysis and hypothesis testing are presented in the following equation:

$$\mathbf{Y = 3.412 + 0.425\ X_1 + 0.348\ X_2 + e}$$

The results of the t-test (partial) show that the Product Quality variable (X1) has a calculated t-value of 4.215 > t-table 1.984 with a significance value of 0.000 (<0.05) and a standardized beta coefficient of 0.442. This proves that Hypothesis 1 (H1) is accepted; Product Quality has a positive and significant partial effect on Customer Satisfaction. The Price variable (X2) produces a calculated t-value of 3.892 > t-table 1.984 with a significance value of 0.000 (<0.05) and a standardized beta coefficient of 0.381. Thus, Hypothesis 2 (H2) is accepted; Price has a positive and significant partial effect on Customer Satisfaction. The results of the F-test (simultaneous) obtained a calculated F value of 45.621 > F table 3.09 with a significance value of 0.000 (<0.05), so that Hypothesis 3 (H3) is accepted; Product Quality and Price together have a significant effect on Customer Satisfaction. The Adjusted R2 value of 0.474 indicates that 47.4% of the variation in Customer Satisfaction at Alfamart Bangkingan Outlets is explained by a combination of Product Quality and Price variables, while the remaining 52.6% is explained by other variables not studied such as service quality, location, and promotional programs.

The Influence of Product Quality on Customer Satisfaction

Empirical findings showing a positive and significant influence of product quality on customer satisfaction confirm the theoretical frameworks of Kotler and Armstrong (2018) and Tjiptono (2019). In minimarket retail operations, consumer satisfaction is strongly influenced by aspects of physical packaging integrity, stock availability, and certainty of expiration dates. When customers find retail products in hygienic condition and the items they are looking for are always in stock, shopping friction can be minimized, resulting in positive post-purchase evaluations. These results align with the findings of Prasetyo and Wahyudi (2020) and Putri and Firmansyah (2022), who confirmed that product quality is the predictor with the most dominant contribution (standardized beta = 0.442) in shaping satisfaction among minimarket retail customers.

The Effect of Price on Customer Satisfaction

The analysis, which demonstrates the significant influence of price on customer satisfaction, reinforces the theory of perceived price fairness developed by Siregar and Haryanto (2020) and Tamrin et al. (2024). In suburban areas like Bangkingan, middle-class consumers are highly sensitive to price certainty. A discrepancy between the price on the shelf label and the cashier price can drastically damage consumer trust. Conversely, when the price charged is consistent, affordable, and competitive compared to the closest competitor (Indomaret), consumers perceive value fairness, which directly impacts satisfaction. These findings support previous studies by Sari and Sudarsono (2021) and Hadiwijaya (2022).

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Synergistic Implications of Product Quality and Price

The significant simultaneous effect between product quality and price (Adjusted R2 = 47.4%) indicates that customer satisfaction in modern retail outlets cannot be determined partially or in isolation. Excellent product quality will not yield optimal satisfaction if coupled with opaque or high pricing. Conversely, low prices cannot compensate for disappointment caused by expired products or frequent out-of-stock times. The synergy between product integrity and price transparency creates strong customer value, which ultimately drives repurchase intentions and positive recommendations (Yuliani & Nurdin, 2024).

Conclusion And Suggestions

This study concludes that Product Quality and Price, both partially and simultaneously, have a positive and significant effect on Customer Satisfaction at Alfamart Bangkingan Surabaya Outlet, with Product Quality as the most dominant predictor factor. This finding clearly answers all the objectives and formulation of the research problem, and proves that consumer satisfaction in suburban retail is largely determined by the integrity of goods, stock availability, and consistency of pricing. The practical implications of this study emphasize the importance of store management to implement a strict quality control system through daily First In, First Out (FIFO) evaluations to minimize products nearing expiration, strengthen the inventory management system, and conduct periodic price updates (price audits) so that shelf label prices are always synchronized with the cashier system.

The main limitation of this study lies in the scope of variables that only examine two predictors (Product Quality and Price) with an explanatory contribution of 47.4%, as well as the observation location which is limited to one specific store (single store unit) in the West Surabaya area. For further research, it is recommended to expand the scope of variables by integrating the variables of Service Quality, Location, and Store Atmosphere, as well as expanding the population scale to include multiple stores across regions to increase the generalizability of scientific findings.

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