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THE INFLUENCE OF PRICES, SERVICE QUALITY, AND FACILITIES ON CUSTOMER SATISFACTION ALFAMART BEKASI BARAT

Ardiprawiro
Department of Accounting Information Systems, ardiprawiro@staff.gunadarma.ac.id, Gunadarma University

ABSTRACT

This research aims to analyze the influence of price, service quality, and facilities on consumer satisfaction at Alfamart Bekasi Barat. Using quantitative methods, this research involved 100 respondents selected from consumers who had shopped at Alfamart Bekasi Barat. Data was collected through a questionnaire, which included the variables of price, service quality, and facilities, as well as consumer satisfaction. The research results show that price has a positive influence on consumer satisfaction, where affordable prices in accordance with product quality increase satisfaction. Service quality also has a significant effect on consumer satisfaction, with staff friendliness and service conformity to expectations being the main factors. Apart from that, adequate facilities, such as store cleanliness and an organized layout, also contribute to consumer satisfaction. Multiple linear regression analyses reveal that price, service quality, and facilities simultaneously influence consumer satisfaction. This independent variable has a strong relationship with consumer satisfaction, showing the importance of paying attention to these three aspects in modern retail business strategy.
Keywords: Price, Service Quality, Facilities, Customer Satisfaction, Alfamart

1. INTRODUCTION

The retail business in Indonesia has experienced rapid development in line with technological advances and changes in consumer behavior. Increased internet access, the development of e-commerce, and the adoption of technology in retail business operations have changed the traditional retail landscape. According to Machmud et al. (2021), the development of modern retail in Indonesia is characterized by several trends, including an increase in the number of modern retail outlets, shifts in consumer shopping patterns, the adoption of technology in business operations, and the development of innovative marketing strategies.

Shopping interest in modern retailers, such as Alfamart, shows a significant trend. Consumers are increasingly interested in shopping at minimarkets because of the ease of access, product variety, and more comfortable shopping experience compared to traditional markets. Alfamart, as one of the main players in the modern retail industry in Indonesia, has succeeded in attracting consumers through its wide network of stores and effective marketing strategies. According to Suryadi et al. (2020), Alfamart has several advantages that attract consumer interest, including a wide store network, complete product variations, competitive prices, friendly service, and long opening hours.

In the retail business, customer satisfaction is an important factor that influences long-term success. Customer satisfaction not only reflects the quality of the products and services provided, but also builds consumer loyalty and trust. For retail businesses like Alfamart, ensuring customer satisfaction means maintaining the quality of the products sold, providing good service, and creating a comfortable shopping environment. This is important because satisfied customers tend to return and even recommend the store to others, thereby increasing profits and market share.

Minimarkets such as Alfamart provide various consumer needs with quality service and adequate facilities. From daily basic necessities to household products to food and drinks, modern minimarkets try to meet consumer needs with a variety of products. Service quality, which includes staff friendliness, ease of transactions, and store cleanliness, are important factors considered by consumers. The facilities offered, such as parking areas, organized store layouts, and accessibility, also contribute to a better shopping experience.

Factors such as price, service quality, and store facilities greatly influence consumer satisfaction. Competitive prices make consumers feel like they are getting good value for their money. Consistent and friendly service quality increases consumer comfort and trust. Meanwhile, adequate facilities, such as easy-to-find product arrangements and a clean and well-maintained store environment, provide a more positive shopping experience. Therefore, understanding and optimizing these factors is key to achieving and maintaining customer satisfaction in modern retail businesses.

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

2. LITERATURE REVIEW

2.1 Price

According to Kotler and Armstrong in Krisdayanto (2018:3), price is the amount of money paid or value exchanged to obtain benefits from goods or services. Price is very important in determining a company's market share and profits, and it is the main factor that consumers consider when buying a product. Consumers often compare prices with the benefits obtained. Modern retail businesses must pay attention to prices in order to attract buying interest and meet sales targets while avoiding setting prices that are too high or too low, which can affect profits.

2.2 Service quality

According to Dzikra (2020), service quality is a strategic system that involves the entire organization, from leaders to employees, to meet consumer needs and expectations. Good service quality increases consumer satisfaction and strengthens relationships with the company. Service quality meets consumers' needs and desires according to their expectations. Superior service understands and deals with various types of consumers and meets their segment needs, enabling companies to compete in the market and satisfy consumers well.

2.3 Facility

Facilities are supporting facilities that facilitate activities, including in retail businesses such as minimarkets. Even though minimarkets are not service providers, good facilities are important to satisfy consumers. Providing physical facilities, such as ATM machines, makes customer activities easier and meets their needs, which in turn increases satisfaction. Facilities act as a benchmark for service and influence consumer comfort and purchasing interest. The right amenities not only make consumers happy but also attract them to shop further. Facilities become a benchmark for service and increase consumer loyalty. (Tjiptono & Chandra, 2016)

2.4 Consumer Satisfaction

According to Tjiptono (2019:76), consumer satisfaction is a comparison between expectations before purchase and perceptions of performance after purchase. Modern retail businesses, such as minimarkets, must ensure consumer satisfaction to gain loyalty and profits. Satisfaction is achieved if the product meets expectations and is free from deficiencies. From a consumer's perspective, companies must provide services, prices, and facilities that meet expectations. Consumer satisfaction is an indicator of success because satisfied consumers tend to stay and support increasing company profits and market share.

2.5 Research Framework

This research framework includes the influence of price, service quality, and facilities on consumer satisfaction in minimarkets. The research assesses how these three variables influence customer satisfaction, using questionnaire methods and quantitative data analysis to identify relationships and their impact. The image below shows the research framework with a variable relationship scheme:

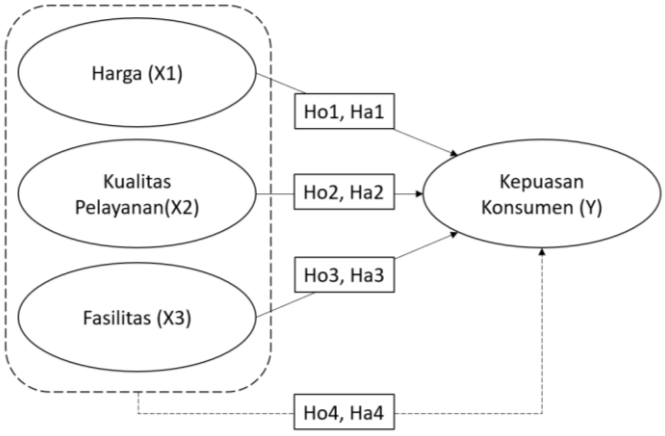


Figure 2.1 Research Framework

Information:

_____: Partial influence

_ _ _: Simultaneous influence

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

According to the research framework, the following research hypothesis is proposed:
Ho1: Price influences Alfamart consumer satisfaction.
Ha1: Price has no effect on Alfamart consumer satisfaction.
Ho2: Service quality influences Alfamart consumer satisfaction.
Ha2: Service quality has no effect on Alfamart consumer satisfaction.
Ho3: Facilities influence Alfamart consumer satisfaction.
Ha3: Facilities have no effect on Alfamart consumer satisfaction.
Ho4: Price, service quality and facilities influence Alfamart consumer satisfaction.
Ha4: Price, service quality and facilities have no effect on Alfamart consumer satisfaction.

3. RESEARCH METHODS

This research applies a quantitative approach as the main method. Quantitative research methods are an examination technique that is based on the positivism paradigm, namely a view that emphasizes empirical observation and objective measurement of phenomena that can be observed in the real world. This approach is used to collect and analyze data that is quantitative or measurable, with the aim of testing previously determined hypotheses and theories (Sugiyono, 2017).

The data analysis methods used include descriptive statistics to describe the basic characteristics of the data, classical assumption tests, which include normality tests, multicollinearity tests, and heteroscedasticity tests to ensure the validity of the model, multiple regression analysis to test the relationship between independent and dependent variables, as well as model fit tests. includes hypothesis testing (t test), F test, and coefficient of determination (R^2) to evaluate the significance and accuracy of the model used.

4. RESULTS AND DISCUSSION

An individual's ability to feel satisfaction develops with age. This is influenced by mental maturity, which also increases with age. This research involved 100 respondents with the age distribution shown in Table 4.1.

Table 4.1
Distribution of Respondents Based on Age

Age	Number of Respondents	Percentage (%)
< 20 years	18	18%
20 – 28 years old	62	62%
> 28 years old	20	20%
Total	**100**	**100%**

Source: Questionnaire Data Results, 2024

Customer satisfaction is also influenced by gender. Some research shows that women tend to pay more attention to details and value the quality of service, so they may have higher expectations and be more easily dissatisfied. Table 4.2 displays the gender distribution in this study:

Table 4.2
Distribution of Respondents Based on Gender

Gender	Number of Respondents	Percentage (%)
Man	60	60%
Woman	40	40%
Total	**100**	**100%**

Source: Questionnaire Data Results, 2024

The type of work also has an influence on customer satisfaction. The type of work that deals directly with customers has a big impact on customer satisfaction. Table 4.3 shows the distribution of jobs in this study:

Table 4.3
Distribution of Respondents Based on Type of Work

Work	Number of Respondents	Percentage (%)
Student	13	13%
Student	47	47%
Private employees	19	19%
State Civil Apparatus	11	11%

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

Etc	10	10%
Total	**100**	**100%**

Source: Questionnaire Data Results, 2024

A person's monthly income or allowance may also have an impact on customer satisfaction. In general, customers with higher incomes or allowances have higher expectations and are more sensitive to price. However, customers with higher incomes and pockets also have more choices and are better able to purchase high-quality products and services. The amount of pocket money or monthly income in this study is shown in Table 4.4 below:

Table 4.4
Distribution of Respondents Based on Income or Pocket Money

Income/Pocket Money	Number of Respondents	Percentage (%)
< Rp. 1,000,000	28	28%
Rp. 1,000,000 – Rp. 3,000,000	45	45%
> Rp. 3,000,000	27	27%
Total	**100**	**100%**

Source: Questionnaire Data Results, 2024

4.1 Price Variable Analysis

The price variable in this research consists of five indicators: affordable product prices, prices according to quality, competitive prices, economical prices, and prices and benefits. The price variable questionnaire consists of five statements. The following is a recapitulation of respondents' responses regarding the price variable. Table 4.5 below shows what can be concluded:

Table 4.5
Recapitulation of Price Variables

No.	Variable X_1		Value Weight					Total
			STS	T.S	RR	S	SS	
			1	2	3	4	5	
1.	$X_1.1$	Frequency	0	0	9	59	32	100
		Score	0	0	27	236	160	423
2.	$X_1.2$	Frequency	0	0	9	43	48	100
		Score	0	0	27	172	240	439
3.	$X_1.3$	Frequency	0	0	12	39	49	100
		Score	0	0	36	156	245	437
4.	$X_1.4$	Frequency	0	0	21	38	41	100
		Score	0	0	63	152	205	420
5.	$X_1.5$	Frequency	0	0	9	35	56	100
		Score	0	0	27	140	280	447
Amount								2,166
Average								433.2

Source: SPSS 26 Output Results, 2024

Based on Table 4.5, it appears that respondents strongly agree with the price variable. This can be seen from the average value of 433.2. Therefore, the average statement lies in the range 421–500 and is categorized as strongly agreeing.

4.2 Analysis of Service Quality Variables

The service quality variable in this research consists of 5 indicators, namely conformity of service to expectations, friendliness of service, greeting to consumers, responsiveness in explaining products, and maximum service. The service quality variable questionnaire consists of five statements. The following is a recapitulation of respondents' responses regarding service quality variables. Table 4.6 below shows what can be concluded:

Table 4.6
Recapitulation of Service Quality Variables

No.	Variable X_2	Value Weight					Total
		STS	T.S	RR	S	SS	

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

			1	2	3	4	5	
1.	X 2.1	Frequency	0	0	12	43	45	100
		Score	0	0	36	172	225	433
2.	X 2. 2	Frequency	0	0	10	44	46	100
		Score	0	0	30	176	230	436
3.	X 2. 3	Frequency	0	0	12	41	47	100
		Score	0	0	36	164	235	435
4.	X 2. 4	Frequency	0	0	13	52	35	100
		Score	0	0	39	208	175	422
5.	X 2. 5	Frequency	0	0	10	32	58	100
		Score	0	0	30	128	290	448
Amount								2,174
Average								434.8

Source: SPSS 26 Output Results, 2024

Based on Table 4.6, it appears that respondents strongly agree with the service quality variable. This can be seen from the average value of 434.8. Therefore, the average statement lies in the range 421–500 and is categorized as strongly agreeing.

4.3 Facility Variable Analysis

The facility variable in this research consists of five indicators: completeness of facilities, cleanliness and maintenance of facilities, suitability of facilities, free facilities, and interior and exterior design. The facility variable questionnaire consists of five statements. The following is a recapitulation of respondents' responses regarding the facility variables. Table 4.7 below shows what can be concluded:

Table 4.7
Recapitulation of Facility Variables

No.	Variable X 3		Value Weight					Total
			STS	T.S	RR	S	SS	
			1	2	3	4	5	
1.	X 3.1	Frequency	0	0	10	42	48	100
		Score	0	0	30	168	240	438
2.	X 3.2	Frequency	0	1	12	43	44	100
		Score	0	2	36	172	220	430
3.	X 3.3	Frequency	1	0	12	43	44	100
		Score	1	0	36	172	220	429
4.	X 3. 4	Frequency	0	0	15	26	59	100
		Score	0	0	45	104	295	444
5.	X 3. 5	Frequency	0	0	13	35	53	100
		Score	0	0	39	140	265	444
Amount								2,185
Average								437

Source: SPSS 26 Output Results, 2024

Based on Table 4.7, it appears that respondents strongly agree with the facility variable. This can be seen from the average value of 437. Therefore, the average statement lies in the range 421–500 and is categorized as strongly agreeing.

4.4 Analysis of Customer Satisfaction Variables

The customer satisfaction variable in this research consists of five indicators: satisfaction and recommendations, product quality, employee service, conformity with expectations, and affordable prices. The customer satisfaction variable questionnaire consists of five statements. The following is a recapitulation of respondents' responses regarding the customer satisfaction variable. Table 4.8 below shows what can be concluded:

Table 4.8
Recapitulation of Customer Satisfaction Variables

		Value Weight	

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

No.	Y variable		STS	T.S	RR	S	SS	Total
			1	2	3	4	5	
1.	Y.1	Frequency	0	0	13	39	48	100
		Score	0	0	39	156	240	435
2.	Y.2	Frequency	0	0	2	43	55	100
		Score	0	0	6	172	275	453
3.	Y.3	Frequency	0	0	12	43	35	100
		Score	0	0	36	172	175	383
4.	Y.4	Frequency	0	0	4	31	65	100
		Score	0	0	12	124	325	461
5.	Y.5	Frequency	0	0	12	32	56	100
		Score	0	0	36	128	280	444
Amount								2,176
Average								435.2

Source: SPSS 26 Output Results, 2024

Based on Table 4.8, it appears that respondents strongly agree with the customer satisfaction variable. This can be seen from the average value of 435.2. Therefore, the average statement lies in the range 421–500 and is categorized as strongly agreeing.

4.5 Validity test

The validity test is used to determine whether a questionnaire is valid or not. To test its significance, the calculated r and table r values are compared. All question indicators are said to be valid if the calculated r value is greater than table r. By knowing the degrees of freedom (df) = n-2, where n is the number of samples, the r table value can be calculated. In this study, a sample of 100 people was used so that the df was 98, which was obtained from the calculation 100-2 = 98 with a probability or alpha of 0.05, resulting in an r table value (two-sided test) of 0.196. Table 4.9 below shows the processed questionnaire data:

Table 4.9
Validity test

Variable	Question	r count	r table	Information
Price (X_1)	Question 1	0.376	0.1966	VALID
	Question 2	0.404	0.1966	VALID
	Question 3	0.358	0.1966	VALID
	Question 4	0.278	0.1966	VALID
	Question 5	0.250	0.1966	VALID
Service Quality (X_2)	Question 1	0.198	0.1966	VALID
	Question 2	0.384	0.1966	VALID
	Question 3	0.265	0.1966	VALID
	Question 4	0.253	0.1966	VALID
	Question 5	0.265	0.1966	VALID
Facilities (X_3)	Question 1	0.427	0.1966	VALID
	Question 2	0.242	0.1966	VALID
	Question 3	0.346	0.1966	VALID
	Question 4	0.283	0.1966	VALID
	Question 5	0.303	0.1966	VALID
Consumer Satisfaction (Y)	Question 1	0.337	0.1966	VALID
	Question 2	0.284	0.1966	VALID
	Question 3	0.245	0.1966	VALID
	Question 4	0.261	0.1966	VALID
	Question 5	0.443	0.1966	VALID

Source: SPSS 26 Output Results, 2024

Table 4.9 above shows that the calculation results of the price variable (X1), service quality variable (X2), facilities (X3), and consumer satisfaction (Y) each have an item-total correlation value greater than the table r value, namely 0.196, with a significance level of 0.05. So, all variables in this research are valid.

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

4.6 Reliability Test

Questionnaires that function as measures of constructs or variables are tested for reliability. A questionnaire is said to be reliable if respondents consistently answer each question from time to time. In this research, Cronbach's alpha method was used to measure the reliability of the questionnaire; Cronbach's alpha values above 0.60 are considered reliable. The SPSS 26 program was used to carry out this measurement.

Table 4.10
Reliability Test
Reliability Statistics

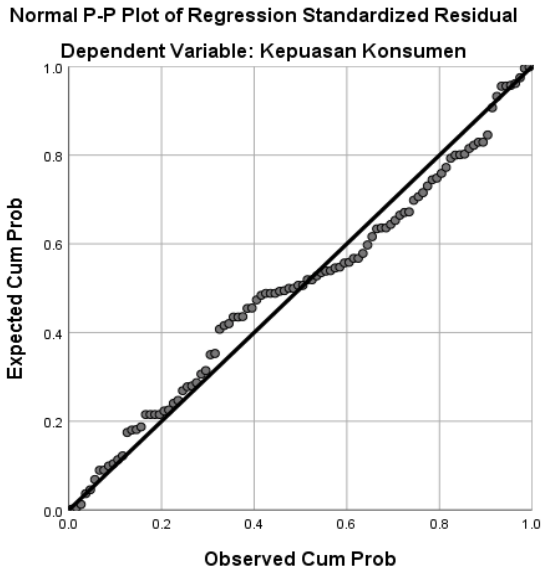
Cronbach's Alpha	N of Items
,748	20

Source: SPSS 26 Output Results, 2024

Table 4.10 above shows the results of calculating all 20 research variable questions. The reliability coefficient, or Cronbach's alpha reliability, is greater than 0.60. Therefore, it can be said that this research instrument is reliable for all indicators.

4.7 Normality test

The purpose of the normality test is to find out whether the dependent variable, independent variable, or both have a normal distribution in the regression model. A normal distribution of data, or spread of statistical data, on the diagonal axis of a normal distribution graph is a sign of a good regression model. In this study, the normality test was carried out with a normal probability plot that compares the actual cumulative distribution of data with the normal cumulative data distribution.



Source: SPSS 26 Output Results, 2024
Figure 4.1 P-Plot Normality Test

Based on figure 4.1 above, it can be seen that the normality test on the probability plot curve above shows that the normality test is normally distributed. This can be seen by looking at the distribution of data or points on the diagonal axis of the graph.

4.8 Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between independent variables in the regression model. The variance inflation factor (VIF) test can be used to determine the presence of multicollinearity. If the test is carried out using SPSS and the VIF value is less than 10 and the tolerance value is greater than 0.1, then multicollinearity does not occur. The tolerance value calculates the variability of certain independent variables that cannot be explained by other independent variables. This multicollinearity produces samples with many variables. Because it shows a large standard error, the T-

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

count will be smaller than the T-table when the coefficients are tested. This shows that there is no linear relationship between the independent variable and the dependent variable. The following is a table of multicollinearity test results:

Table 4.10
Multicollinearity Test
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,080	1,969		3,596	,001		
	Price	,264	.107	,270	2,457	.016	,516	1,940
	Service quality	.103	,098	.104	1,051	,296	,641	1,561
	Facility	,332	.104	,351	3,177	,002	,510	1,959

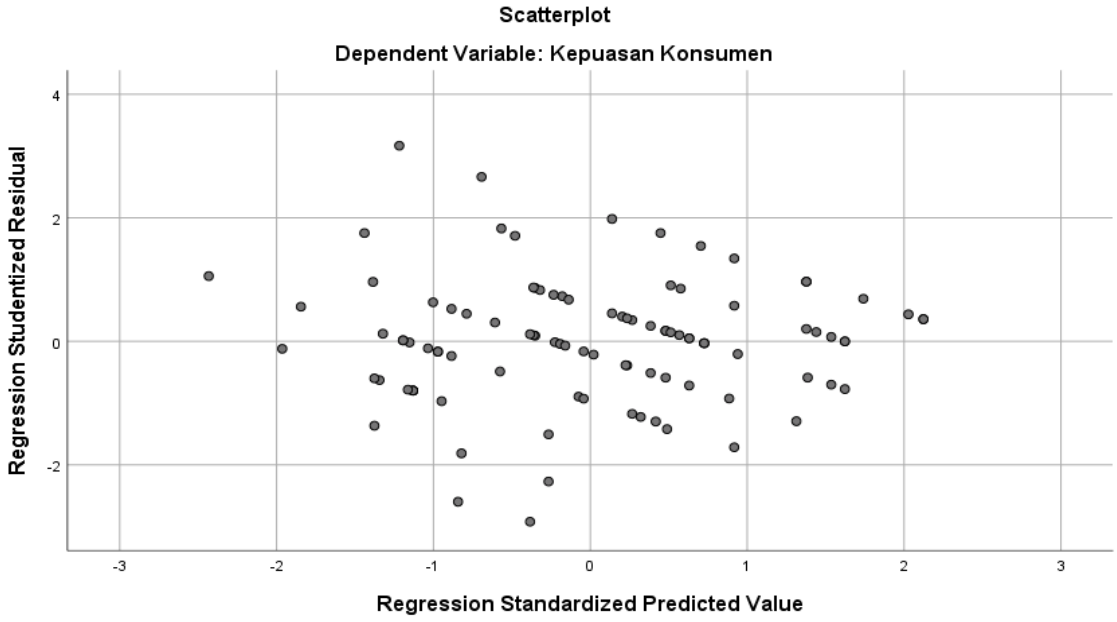
a. Dependent Variable: Consumer Satisfaction
Source: SPSS 26 Output Results, 2024

Based on table 4.10, the VIF value of the price variable (X1) is 1.940, the service quality variable (X2) is 1.561, and the facility variable (X3) is 1.959, indicating that the VIF value is less than 10. The tolerance value of the price variable (X1) is 0.516, the quality variable service (X2) is 0.641, and the facility variable (X3) is 0.510, indicating a tolerance value greater than 0.10. There is no multicollinearity or perfect correlation between the independent variable's investment knowledge, investment motivation, and investment risk in the regression model, according to the VIF and tolerance values found.

4.9 Heteroscedasticity Test

The purpose of the heteroscedasticity test is to find out whether there are dissimilarities or differences between the residuals of one observation and another observation in the regression model. Homoscedasticity occurs when there are still differences between residuals and observations. Hetorexcessity also occurs when the variants are different. One way to identify heteroscedasticity is to create a graph between the predicted value of the dependent variable, namely ZPRED, and the residual value, namely SRESID. To determine heteroscedasticity, graphic media is used. Basic analysis:

a. If certain patterns, for example, waves, widen and narrow, forming certain regular patterns, then heteroscedasticity has occurred.
b. Heteroskedasticity does not occur if the pattern is not clear and the points are scattered above and below the number 0 on the Y axis.



Source: SPSS 26 Output Results, 2024

Figure 4.2 Heteroscedasticity Test

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

Heteroscedasticity does not occur because the pattern is not clear and the points are spread above and below the number 0 on the Y axis, as seen in Figure 4.2 above.

4.10 Multiple Linear Regression Analysis

Multiple linear regression analysis describes the relationship between the dependent variable and factors that influence more than one independent variable, along with other factors. The purpose of this technique is to find out whether there is more than one independent variable in the dependent variable. In this case, the two independent variables are product price and product variety, while the dependent variable is the purchasing decision.

Table 4.11
Multiple Linear Regression Analysis
Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	7,080	1,969	
	Price	,264	.107	,270
	Service quality	.103	,098	.104
	Facility	,332	.104	,351

a. Dependent Variable: Consumer Satisfaction
Source: SPSS 26 Output Results, 2024

From Table 4.11 the multiple linear regression equation is as follows:

$$\mathbf{Y = 7.080 + 0.264X_1 + 0.103X_2 + 0.332X_3 + e}$$

Information:
Y : Consumer Satisfaction
X1 : Price
X2 : Service Quality
X3 : Facilities
e : Error

The results of the previous multiple linear regression equation show that:

1. The constant value (a) of 7.080 indicates that consumer satisfaction (Y) remains at 7.080 if the variables price (X1), service quality (X2), and facilities (X3) are considered constant.
2. The Price regression coefficient (X1) is 0.264 and is positive, meaning that if the Price variable increases by one unit, the Consumer Satisfaction variable will also increase by 0.264 with the assumption that the other variables have a fixed value.
3. The Service Quality regression coefficient (X2) is 0.103 and is positive, meaning that if the Service Quality variable increases by one unit, then the Consumer Satisfaction variable will also increase by 0.103 with the assumption that the other variables have a fixed value.
4. The Facility regression coefficient (X3) is 0.332 and is positive, meaning that if the Facility variable increases by one unit, then the Consumer Satisfaction variable will also increase by 0.332 with the assumption that the other variables have a fixed value.

4.11 Partial Test (T Test)

The partial test or t test aims to test whether independent variables such as Price, Service Quality and Facilities individually have a significant effect on the dependent variable, namely Consumer Satisfaction. This t test compares the calculated t with the t table at a significance level of 0.05, with Degree of Freedom (df = 100 - 4 = 96) producing a t table of 1.98498. Test criteria are:

a. If t count > t table then Ho is rejected and H1 is accepted.
b. If t count < t table then Ho is accepted and H1 is rejected.

Ho states that the variables Price, Service Quality and Facilities partially have no significant effect on Consumer Satisfaction, while H1 states the opposite. The results of his research are shown in Table 4.12 below:

Table 4.12
Partial Test (T Test)
Coefficients [a]

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,080	1,969		3,596	,001
	Price	,264	.107	,270	2,457	.016
	Service quality	.103	,098	.104	1,051	,296
	Facility	,332	.104	,351	3,177	,002

a. Dependent Variable: Consumer Satisfaction

Source: SPSS 26 Output Results, 2024

It is known that the T table is:
T table = a/2; nk-1 = (0.05/2; 100-3-1) = 0.025; 96 = 1.984

1. Based on the calculation of the magnitude of the influence of investment knowledge, the tcount value is 2.457 > ttable 1.984 with 0.016 < 0.05. With a t-table of 1.984, H0 is rejected and Ha is accepted, indicating that there is a partial influence between price on consumer satisfaction.
2. The results of calculating significant numbers for the influence of service quality show 0.296 > 0.05 and tcount 1.051 < ttable 1.984, so H0 is accepted and Ha is rejected. This shows that there is no partial relationship between service quality and consumer satisfaction.
3. Based on the calculation of the magnitude of the influence of the facilities, the tcount value is 3.177 > ttable 1.984 with 0.002 < 0.05. With ttable 1.984, H0 is rejected and Ha is accepted, indicating that there is a partial influence between facilities on consumer satisfaction.

4.12 Simultaneous Test (F Test)

Simultaneous Test (F Test) is used to test whether all independent variables (X) in the research model together have a significant effect on the dependent variable (Y). This test compares the calculated f value with the f table at a significance level of 0.05 with Degree of Freedom (df1 = 3 and df2 = 96) which produces an f table of 2.70. Test criteria are:

a. If F count > F table then Ho is rejected and H1 is accepted.
b. If F count < F table then Ho is accepted and H1 is rejected.

Ho stated that the variables Price, Service Quality and Facilities together did not have a significant effect on Consumer Satisfaction, while H1 stated the opposite. The results of his research are shown in Table 4.13 below:

Table 4.13
Simultaneous Test (F Test)
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113,990	3	37,997	21,552	,000 [b]
	Residual	169,250	96	1,763		
	Total	283,240	99			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Facilities, Service Quality, Price

Source: SPSS 26 Output Results, 2024

Based on the results of table 4.13, it can be seen that the significant value is 0.000 (below 0.05) and the calculated f value is 21.552 (greater than 2.70), so Ho is rejected and H1 is accepted. Thus, according to the f test or simultaneous test in the regression equation, it can be concluded that the variables Price (X1), Service Quality (X2), and Facilities (X3) together have a significant effect on Consumer Satisfaction.

4.13 Coefficient of Determination (R^2)

To determine the extent of the model's ability to explain the dependent variable, the coefficient of determination test (R^2) is used. Because the adjusted R value is more reliable in evaluating regression models, the coefficient of determination used is the adjusted R value. If the value of one of the independent variables is added to the model, the adjusted R square value can increase or decrease. The smaller the standard error of estimation (SEE) of this test, the more accurate the regression equation is in predicting the

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

dependent variable. An R^2 value that is getting closer to 1 indicates that the independent variable provides almost all the data needed to predict independent variation.

Table 4.14
Coefficient of Determination (R^2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 [a]	,402	,384	1,328

a. Predictors: (Constant), Facilities, Service Quality, Price
Source: SPSS 26 Output Results, 2024

Table 4.14 shows the adjusted R coefficient of determination of 0.384, or 38.4%, which shows that price, service quality, and facilities are independent variables that influence the dependent variable, namely consumer satisfaction. Meanwhile, the remaining 61.6% is influenced by variables not included in this regression model.

4.14 Summary of Research Results

Based on the results of research that has been carried out by testing and analyzing the influence of price, service quality, and facilities on Alfamart customer satisfaction. From the analysis that has been described, the following is the discussion in this writing:

Table 4.15
Summary of Research Results

Tool Analysis	Analysis Results	Information
Validity test	The results of all statements are more than the r table of 0.1966	The data obtained is from distributing a questionnaire of 20 statements and is valid.
Reliability Test	All statements have *Cronbach's Alpha* > 0.6.	The data obtained is from distributing a questionnaire of 20 statements and is reliable.
Normality test	The results show that *Asymp. Sig (2-tailed)* is 0.065 > 0.05 and the points on the *Normal PP Plot of Regression Standardized Residual graph* follow the diagonal line and spread around the diagonal line.	Based on the data has been tested, then the model distributed data regression normal.
Multicollinearity Test	In the multicollinearity test, for all data *the tolerance value* must be above 0.1 and the VIF value must be below 10.	Based on the results obtained, the regression model in this study is free from multicollinearity.
Heteroscedasticity Test	In the graph obtained It is known that there is no clear pattern, as well as the dots are spread across above and below the number 0 on the Y axis and there is no heteroscedasticity in the data.	Based on these data, the regression model in this study is free from heteroscedasticity.
Multiple Linear Regression Test	Linear Regression Analysis Multiple	Linear regression formula double as following: Y = 7.080 + 0.264X1 + 0.103X2 + 0.332X3 + e
Partial Test (T Test)	The significance value of tcount < 0.05 or tcount > ttable (1.984).	It can be concluded that the investment knowledge variable partially has no significant effect on investment interest. Meanwhile, investment

International Journal Management and Economic
IJME JOURNAL Vol. 3 No. 2 May 2024 – pISSN: 2829-0399, eISSN: 2829-0526, Page 134-145

		motivation and investment risk variables have a partial and significant effect on investment interest.
Simultaneous Test (F Test)	The significance value is f (0.000) < 0.05 or f-count (21.552) > f-table (2.70).	It can be concluded that the variables price, service quality and facilities simultaneously or together have a significant influence on consumer satisfaction.
Coefficient of determination (R^2)	The result of the coefficient of determination R^2 is 0.384 or 38.4%.	Price, service quality and facilities can influence the dependent variable, namely consumer satisfaction by 38.4%. while the remaining 61.6% is influenced by other variables that are not in this study.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This research aims to assess whether price, service quality, and facilities influence consumer satisfaction at Alfamart, either partially or simultaneously. Based on the data collected and analysis carried out using multiple linear regression tests and data processing using SPSS (Statistical Package for Social Science), it can be concluded as follows:

1. The price variable partially has a significant influence on consumer satisfaction at Alfamart.
2. The facility variable partially has a significant influence on consumer satisfaction at Alfamart.
3. The partial service quality variable does not have a significant influence on consumer satisfaction at Alfamart.
4. The variables price, service quality, and facilities simultaneously have a significant influence on consumer satisfaction at Alfamart.

5.2 Suggestion

Based on the results of this research, several suggestions can be given, including:

1. For Companies:
   From this research, it was revealed that consumers in Alfamaet, West Bekasi, really pay attention to prices and facilities when shopping. Researchers suggest that Alfamart set affordable and economical prices and improve the quality of the facilities provided.
2. For Further Researchers:
   It is hoped that this research can become a reference and an input to expand knowledge. Future researchers are advised to increase the number of respondents so that the research results are more accurate or representative of the population. Apart from that, it is recommended to add other variables such as product availability, product quality, safety, and so on in order to provide the latest information.

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