
The Effect Of Price And Facilities On Customer Satisfaction At Vera Grocery Store, Cengkareng, West Jakarta

Nuryani¹, Mahnun Mas'adi^{2*}

Pamulang University, South Tangerang, Banten, Indonesia
dosen01017@unpam.ac.id

ABSTRACT

The purpose of this study was to determine the effect of price and facilities on customer satisfaction at Toko Sembako Vera, West Jakarta. The method used is quantitative. The sampling technique used the Rao Purba formula and obtained a sample of 96 respondents. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The results of this study are Price has a significant effect on customer satisfaction with a determination coefficient value of 20.0% and the hypothesis test obtained $t_{count} > t_{table}$ or $(-4.844 > 1.986)$. Facilities have a significant effect on customer satisfaction with a determination coefficient value of 42.7% and the hypothesis test obtained $t_{count} > t_{table}$ or $(8.378 > 1.986)$. Price and facilities simultaneously have a significant effect on customer satisfaction with the regression equation $Y = 24.650 + -0.134X_1 + 0.495X_2$. The coefficient of determination value is 53.5% while the remaining 46.5% is influenced by other factors and the hypothesis test obtained a calculated F value $> F_{table}$ or $(53.581 > 2.700)$.

Keywords: Price, Facilities, Customer Satisfaction

INTRODUCTION

The development of the current era of modernization is marked by the many infrastructure developments with more modern concepts, to the development of markets with more modern concepts. We can see that modern markets today can be seen with the naked eye and we can be sure that they have a fairly high growth rate (Riska: 2017). People's daily activities cannot be separated from trading activities, or buying and selling activities to fulfill daily activities. Changes in the retail industry have a significant impact on its operational activities, where more efficient operational actions and optimization of existing resources in the store are needed. The massive expansion of modern retail companies, and the development of a culture of consumption by the community, threaten the existence and sustainability of small-scale retail businesses (Niirta: 2012), in the midst of uncertain conditions, evidence was found that small-scale retail stores were able to take advantage of the uniqueness of the resources they had, the capabilities of the store owner, and the implementation of successful strategies that were useful for the sustainability of this store's business.

Based on data from the Indonesian Street Vendors Association (APKLI), in 2014, there were 23,000 modern shops in Indonesia, resulting in 3,500 traditional markets closing due to losing competition. While one supermarket can kill 200 shops, while a hypermarket can kill up to 500 shops (APKLI 2014). Among the types of modern shops, the one that has the most negative impact is the minimarket. Its spread has reached suburban areas. The number of minimarkets that continues to increase from year to year causes tight competition. So that the existence of traditional kiosk traders is increasingly squeezed in this tight competition (I Marisan, K. Muslimin, PA Wibowo, 2018).

The poor condition of traditional shops must be handled seriously by the government because it concerns the livelihood of many people. Making household minimarkets a comfortable and attractive place to shop is a challenge that the government is trying to do as a sense of responsibility to the public and must encourage traditional traders to make changes in service

like modern traders so as not to be eliminated in the struggle for consumers (Smeru : 2017).

Current economic developments have led to increasingly tight competition, especially in similar sectors. Companies must follow current developments to maintain or attract existing market share. With increasing competition, business actors maximize performance through price and facilities. In addition to prices that should be friendly, there is also a quality service such as the provision of adequate facilities so that it can create satisfaction for consumers and customers. To meet customer demand so that customers feel comfortable and can meet their needs during the shopping process, the company also provides supporting facilities that can be used by customers directly so that they do not feel bored while waiting. Facilities are one of the basic necessities of human life. Because facilities are an important component of life, companies must be able to manage them well throughout their lives, so that they can always function well, economically, efficiently and effectively (Aryani Soemitro & Suprayitno: 2018). Providing quality facilities together can provide results and benefits for the business because customer satisfaction has occurred (Baiti: 2018). The main way for companies to maintain their market share is to provide satisfaction and value to customers by providing services or facilities at competitive prices. Customer satisfaction has become a central concept in business and management discourse (Susan Novitasari Khadijah & Dianasari, 2018, p. 221). Real competition between one company and another can be seen in the friendly prices and facilities provided by the company, to increase customer satisfaction.

Vera grocery store located in Pendongelan Cengkareng West Jakarta which is led by Mrs. Vera as the owner. Vera grocery store is a business engaged in the trade of daily household necessities and is run by individuals who need quite a large capital. To achieve the company's goals, the owner or as the owner wants to make improvements in terms of price comparison and improve facilities in order to meet the expectations of customer satisfaction which so far seems to be hampered

Some of the problems that exist in Vera's grocery store include a significant price difference compared to its competitors, which is one of the factors inhibiting customer satisfaction and other problems are supporting facilities which in fact Vera's grocery store has provided facilities such as shop name banners, good lighting, neatly displayed goods in the display case but unfortunately the place is not spacious and there is no parking area which makes customers feel dissatisfied and lacks a sense of security and comfort.

The price given by the company has a great influence on the level of sales and gives consumers the decision to make a second purchase. Factors that shape customer satisfaction include the price offered. The creation of customer satisfaction can provide benefits, including the relationship between the company and consumers or customers becoming harmonious and closer to customers, providing a good basis for consumers to make repeat purchases, then creating customer satisfaction that is profitable for the company.

The following is a price list of several products or basic necessities available at Vera's grocery store with several basic necessities available at Zhafran's store and Mama Dani's grocery store as comparative material in the research.

Table 1. Comparison of price lists for Vera Grocery Stores

No	Product	Price Vera's Store	Price Zhafran's Shop	Price Grocery store Mom Dani
1.	Rice per 5kg	Rp. 60,000,-	Rp. 56,500,-	Rp. 57,000,-
2.	1 liter cooking oil	Rp. 15,000,-	Rp. 14,000,-	Rp. 14,500,-
3.	1 kg sugar packaging	Rp. 14,000,-	Rp. 13,500,-	Rp. 13,500,-
4.	Eggs per egg	Rp. 2,500,-	Rp. 2,250,-	Rp. 2,000,-
5.	Small package salt	Rp. 2,000,-	Rp. 2,000	Rp. 2,000,-

No	Product	Price Vera's Store	Price Zhafran's Shop	Price Grocery store Mom Dani
6.	Canned milk	Rp. 14,000	Rp. 13,000	Rp. 13,000,-

Sources: 1. Vera Cengkareng Grocery Store, 2022. 2. Zhafran Store and Dani Store 2022.

Based on table 1.1 shows a comparison between Vera grocery store, Zhafran store, and Mama Dani grocery store. The differences include rice with a difference of Rp. 3,000 - Rp. 3,500 per 5 kilograms, followed by packaged cooking oil which is at Rp. 1,000 - 1,500 per liter, then there are eggs which have a price difference of Rp. 250 - 500 per grain, and there is also followed by the price of milk where the nominal difference is Rp. 1,000, - per pack. From the comparison of the table above, it can be concluded that the price at Vera grocery store is more expensive than the price at Zhafran store and Mama Dani grocery store.

Facilities are additional needs for consumers, in addition to the price that has been set. If the company provides adequate facilities, it will make customers feel comfortable and increase consumer satisfaction when visiting. This study was conducted by Manish Kumar Yadav and Alok Kumar Rai (2017) proving that the facility variable affects consumer or customer satisfaction. According to Zakiah Daradjat (2012: 230) Facilities are everything that can facilitate efforts and smooth work in order to achieve a goal.

The phenomenon that occurred at the Vera Cengkareng grocery store (West Jakarta) showed that there were several consumers or customers who complained about the facilities of the Vera grocery store which were less comfortable and safe when making purchases. This was as conveyed by consumers or customers that they felt uncomfortable or insecure when making purchases or shopping transactions, in the end such things affected consumers and customers of the Vera Cengkareng grocery store (West Jakarta) and in the end the store would suffer losses. This problem is quite serious and requires a solution, if not resolved immediately, it is feared that the price and facilities for customer satisfaction will be even worse. To find out how far consumers or customers feel satisfied or feel fulfilled everything towards satisfaction starting from the facilities available at the Vera grocery store, therefore the researcher conducted a pre-survey with certain categories such as housewives, private workers, students to civil servants. the hope is that everything related to the facilities at the Vera grocery store can be resolved properly.

Table 2. Pre-Survey of Store Facilities

No	Statement	Answer			
		Yes	Presentation	No	Presentation
1	The shop provides convenience in shopping	13 Person	65%	7	35%
2	Customers feel safe with the absence of special customer parking facilities	5 Person	25%	15	75%
3	Maximum lighting	7 person	35%	13	65%
4	Narrow or less spacious shopping area	8 Person	40%	12	60%
	Average	8.2	41%	11.8	59%

Based on table 1.3 taken from a pre-survey conducted on consumers and customers of Vera grocery stores as many as 20 people. The hope of this pre-survey is to find the problem point, where later the problem can be solved and find a bright spot or solution, in order to provide and meet the expectations of consumer and customer needs in order to fulfill customer satisfaction.

Table 3. Vera Cengkareng Grocery Store Revenue Achievement 2020 – 2022

No	Year	Income(RP)
1	2020	352,800,000,-
2	2021	321,480,000,-
3	2022	280,000,000,-

Source: (Vera Cengkareng Grocery Store Revenue Data, 2022)

Based on the gap phenomenon shown in table 1.4, customer satisfaction refers to the achievement of income at the Vera Cengkareng grocery store over the past 3 years. The decreasing annual income is a major concern and responsibility for the owner of the Vera Cengkareng grocery store to improve it so that income in the following year can increase.

As for the price and facilities still need to be greatly improved evenly so that consumers and customers show their satisfaction. The above phenomenon provides an illustration that price and facilities on customer satisfaction in the big question to be studied is how big the relationship is between the roles of each other, because if seen from the gap phenomenon above, price and facilities have an impact on customer satisfaction.

Based on the background that has been explained, the researcher tried to examine the things that influence customer satisfaction by proposing the research title "The Effect Of Price And Facilities On Customer Satisfaction At The Vera Grocery Store, Cengkareng, West Jakarta".

1.1 Formulation of the problem

Based on the problem limitations above, the author formulates the problem as follows:

1. Does price affect customer satisfaction at Vera Grocery Store, Cengkareng, West Jakarta?
2. Do facilities affect customer satisfaction at Vera Grocery Store, Cengkareng, West Jakarta?
3. Do price and facilities simultaneously affect customer satisfaction at Vera Grocery Store, Cengkareng, West Jakarta?

1.2 Research purposes

Based on the formulation of the problem that has been determined above, the objectives of this study are as follows:

1. To find out the effect of price on customer satisfaction at Vera Cengkareng Grocery Store, West Jakarta?
2. To find out the influence of facilities on customer satisfaction at the Vera Cengkareng Grocery Store, West Jakarta?
3. To find out the influence of price and facilities simultaneously on customer satisfaction at the Vera Cengkareng Grocery Store, West Jakarta? CHAPTER

LITERATURE REVIEW

2.1 Theoretical basis

Management.

1. Definition of Management

According to Robbins and Coulter (2018:8) argue that "management involves coordinating and supervising other work activities so that their activities are completed effectively and efficiently. The meaning of efficient itself is getting the most output from

the least possible input, while effective is "doing the right thing", namely doing a job that can help the organization achieve its goals".

Meanwhile, according to Anoraga (2018:109), "management is a unique process consisting of planning, organizing, implementing, and controlling actions, each of which uses both knowledge and expertise and which is followed sequentially in order to achieve the organization's predetermined goals."

MAccording to Rivai (2020:2) "management is the science and art of managing the process of utilizing other resources efficiently, effectively, and productively to achieve a goal". Meanwhile, according to Hasibuan (2020:9) "management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal".

Another opinion was conveyed by Sutrisno (2020:6) who said that "management is a group of human resources that gain recognition of the importance of the organization's workforce as an important human resource in contributing to organizational goals and using several functions and activities to ensure that these human resources are used effectively and fairly for the interests of individuals, organizations and society".

Meanwhile, according to Hery (2019:1) conveys "management is a process of work activities efficiently and effectively through or through other people". Another opinion is conveyed by Abdullah (2019:2) who states that "management is all activities related to carrying out organizational work through planning, organizing, directing, and supervising functions to achieve predetermined organizational goals with the help of organizational resources (man, money, material, machine and method) efficiently and effectively".

According to Afandi (2019:1) "management is a process of cooperation between employees to achieve organizational goals in accordance with the implementation of planning, organizing, personnel, directing, leadership, and supervision functions. This process can determine the achievement of predetermined targets by utilizing human resources and other resources to achieve more efficient and effective results."

From the several opinions above, management is the process of planning, organizing, implementing and supervising activities in an organization that have been planned efficiently to achieve the goals set by the organization.

2. Elements of Management

According to Nugroho (2019:5), he explains that "in an organization or company there are elements, namely the goals to be achieved, work, location and resources as tools that can be used to achieve organizational goals." He further stated that some of these elements include humans, money, materials, technology, methods and markets, the explanation of which is as follows:

a. Human (Men).

It is an important tool for every manager to achieve predetermined goals. Various activities can be seen from the process, such as: planning, organizing, staffing, directing, and controlling.

b. Money.

To carry out various activities, money is needed, such as salaries, buying equipment, maintenance costs, etc. Failure or inefficiency of management is largely influenced by calculations or accuracy in the use of money.

c. Materials.

In the process of carrying out human activities, materials or ingredients are used, because they are considered as management tools to achieve goals.

d. Machines.

In today's technological advances, humans are no longer assistants to machines as they were before the industrial revolution, but instead machines have changed their position to become assistants to humans.

e. Methods.

To carry out activities efficiently, humans are faced with various alternative methods or ways of doing work.

f. Market.

The market is an important management target, because it is the goal of the management activity process.

3. Management Objectives

According to Stoner (2019:5), management objectives state that "management objectives can be achieved through a series of planning, organizing, directing, and supervising the efforts of organizational members and the use of other organizational human resources that have the aim of achieving the established organizational goals."

According to Salam (2019:12) defines "organizational goals, as an effort by a group of people who work together in order to achieve certain goals that they obey so that the results achieved are expected to be perfect, namely effective and efficient". Meanwhile, according to Hasibuan (2020:11) defines "management as the art and science of regulating the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals".

From these opinions, it can be concluded that the goal of management is to make the use of all available resources more effective and efficient in order to achieve the goals that have been set in accordance with the management capabilities of an organization.

4. Management Functions

The implementation of the management of an organization clearly has a function. According to Hasibuan (2020:38) explains "management functions include planning, organizing, directing and controlling.

Meanwhile, according to Safroni (2019:47), he explains that "management functions include planning), organizing, commanding, coordinating, controlling". Meanwhile, according to Safroni (2019:47) "management functions include planning and decision making, organizing, leading and controlling". In general, the explanation of management functions according to Suherman (2019:12) includes:

a. Planning

Planning is a systematic way to carry out and has a very close relationship with decision making

b. Organizing

To set goals and develop plans or programs to achieve them, they need to design and develop an organization that will be able to implement these programs.

c. Staffing

Preparation of plans and completion of tasks/work after the work structure has been prepared, the work areas are understood to be carried out and the placement of appropriate personnel.

d. Directing

Planning, organizing and staffing must be carried out, but there must be a party that ensures that all resources are actually doing the work to achieve the organization's goals.

e. Controlling

Control functions to evaluate the achievement of goals. If they cannot be achieved, the causal factors are sought so that corrective action can be taken.

RESEARCH METHODS

This study uses an associative research type, where according to Sugiyono (2019:36) "associative research is to determine the influence or relationship between two or more variables". Thus, this associative research can build a theory that functions to explain, predict and control a symptom. With a quantitative research approach,

According to Sugiyono (2019:35), "using a quantitative research approach can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing the established hypothesis".

Furthermore, according to Sujarweni (2018:39) "quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other means of quantification (measurement)". Thus, this research method uses a quantitative method which is this research with an empirical study that aims to test the effect of price and facility variables on customer satisfaction.

According to Sugiyono (2019:13) "the place of research is a scientific target to obtain data with a specific purpose and use about something objective". Meanwhile, according to Husein Umar (2018:60) "the object in research is the degree to which the measurements taken are free from subjective opinions and assessments, free from bias and feelings of the people who use the test".

From the definition above, we can draw a conclusion that the place research is a scientific target with specific goals and uses to obtain specific data and have specific values, scores or measurements different. This research was conducted at Vera Grocery Store at the address. JL. Pedongkelan behind Kapuk Village, Cengkareng District, West Jakarta City

Time This research was conducted for 4 (four) months starting from April 2023 to July 2023. The research was conducted in stages adjusted to the level of the author's needs, starting with writing a research title proposal, proposal seminar, refining proposal materials, making research instruments, collecting primary and secondary data, processing data that has been obtained by the author and compiling thesis reports. The research activities can be seen in the following table:

Table 4. Research Schedule

No	Schedule of activities	Apr 2023				May 2023				Jun 2023				Jul 2023			
		(Sunday)				(Sunday)				(Sunday)				(Sunday)			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Observation																
2	Preparation of proposals																
3	Proposal seminar																
4	Proposal revision																
5	Preparation of instruments																
6	Distribution of questionnaires																
7	Data tabulation																
8	Data processing																
9	Data analysis																
10	Conclusion																
11	Estimated Trial																

Source: Developed by author, 2023

3.1 Operational Research Variables

Operational variables according to Sugiyono (2019:63) argues that "operational variables are attributes or properties or values of people, objects or activities that have certain variations that are applied by researchers to be studied and then conclusions are drawn". Operationalization of variables is needed in determining the types, indicators, and scales of the

variables related to a study, so that hypothesis testing with statistical tools can be carried out correctly.

Meanwhile, the operational definition of variables according to Umi Narimawati (2018:31) defines that "the operationalization of research variables is the process of breaking down research variables into sub-variables, dimensions, sub-variable indicators, and measurements. The requirements for operationalization are carried out if the basic concepts and indicators of each variable are clear, if they are not yet clear conceptually, factor analysis is needed."

From the definition mentioned above, it can be said that that operational variables are needed to determine the type, indicators and scale of the variables related to a study which are then... drawn into a research conclusion. In the research conducted by the author consists of independent variables and dependent variables. The explanation of each variable is as follows:

3.1.1 Independent or Free Variables (X1 and X2)

According to Sugiyono (2019:33) "independent variables are variables that affect dependent variables". Independent variables are stimulus variables or variables that can affect other variables. Independent variables are variables that are measured or selected by researchers to determine their relationship with an observed symptom. The independent variables studied in this study include:

1. Price (X1)

According to Kotler and Amstrong (2016:324), price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits, ownership or use of products and services.

2. Facilities (X2)

According to Fandy Tjiptono (2019:317) facilities are physical resources that must exist before a service is offered to consumers. Facilities are something important in a service business, therefore existing facilities, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly.

3.1.2 Dependent or Bound Variable (Y)

According to Sugiyono (2019:39) argues that "dependent variables are often referred to as output, criteria, consequent or bound variables, namely variables that are influenced or that are the result of the presence of independent variables". In this study, the dependent variable is consumer satisfaction. What is meant by consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception or impression of the product and their expectations (Kotler and Keller, 2019).

In detail, the operational variables in this study are made into a table of variables, indicators and question numbers, as shown below:

Table 5. Operational Research Variables

Variables	Indicator	Questionnaire Number	Scale
Price (X1) Source: Kotler (2019:52)	1. Affordability	1, 2, 3	Likert
	2. Price matches quality	4, 5, 6	
	3. Price match with benefits	7, 8	
	4. Compliance with purchasing power	9, 10	
Facilities (X2) Source: Tjiptono (2019:318)	1. Planning considerations	1, 2	Likert
	2. Room planning	3, 4	
	3. Furniture fittings	5, 6	
	4. Light and color	7, 8	
	5. The message conveyed	9, 10	
Customer Satisfaction (Y)	1. Conformity to expectations	1, 2, 3, 4	Likert

Source: Kotler and Keller (2019:140)	2. Interested in visiting again	5, 6, 7	
	3. Willingness to recommend	8, 9, 10	

Source: Developed by author, 2023

3.2 Population and Sample

3.2.1 Population

According to Sugiyono (2019:215) "population is the number of generalization areas consisting of objects and characteristics determined by researchers and then conclusions are drawn". Meanwhile, according to Arikunto (2019:173) states that "population is the entire research subject". From the definition above, it is concluded that population is the entire characteristic or nature of the subject or object that can be drawn as a sample. In the study, the population was consumers at the Vera Cengkareng Grocery Store, West Jakarta, whose number cannot be known with certainty.

3.2.2 Sample

According to Sugiyono (2019:215) argues that "a sample is the number and characteristics possessed by a population". According to Arikunto (2019:131), "a sample is a part or representative of the population being studied". Furthermore, the purpose of research is often to find answers about something from a broader aspect known as the population. Meanwhile, according to Suhartanto (2018:229) "to find answers to problems in the population, researchers often have to use samples rather than using the population as a whole". The sample of this study was consumers at the Vera Cengkareng Grocery Store, West Jakarta. Therefore, in this study the size of the population is not known with certainty, it will be difficult to find the right population size, so the number of samples used in this study uses the Rao Purba formula (in Kharis, 2018:50) as follows:

$$n = \frac{N^2}{4 + (Moe)^2}$$

$n = 96,04$ (rounded to 96 respondents)

Where:

n = number of samples

Z = The level of confidence required in determining the sample is 1.96 or 95% at the significance level.

Moe = *Margin of error*, maximum error rate (10%)

3.3 Data collection technique

Data collection is an effort to obtain information that will be used in measuring variables. According to Sugiyono (2019:308) conveys "the method of data collection is a scientific way to obtain valid data with the aim of being proven, developing knowledge so that it can be used to solve and anticipate problems".

3.5.1 Primary Data

According to Sugiyono (2019:308) "primary sources are data sources that directly provide data to data collectors". Meanwhile, according to Sujarweni (2018:74) "primary data collection techniques are methods used by researchers to reveal or draw quantitative information". In this study, it was carried out by distributing questionnaires to customers at the Vera Cengkareng Grocery Store, West Jakarta.

1. Observation

According to Sugiyono (2019:141) "observation is a process that consists of various processes so that data is obtained based on facts about the real world obtained through observation". In this case, the author carried out direct observation of the company where the observation was limited to the main problem so that attention was

more focused on (real) and relevant data.

2. Questionnaire

A questionnaire is a number of questions asked to respondents in writing. The list of questions is intended primarily to relate to the problem being studied. According to Sugiyono (2019:142) "a questionnaire is an efficient data collection technique if the researcher knows who the variables will be measured with and what is expected from the respondents". In this study, the questionnaire made in the form of statements with answers referring to the Likert scale: Strongly Disagree (weight 1), Disagree (weight 2), Less Agree (weight 3), Agree (weight 4) and Strongly Agree (weight 5).

3. Documentation

According to Sugiyono (2019:138) "documents are records of past events". Documents can be in the form of writing or images. This method is used to obtain data on company history, sales volume, number of consumers and so on.

4. Literature Study

According to Sugiyono (2019:140) he argues that "literature studies are related to theoretical studies and other references related to the values and norms studied and are important in conducting research, this is because research cannot be separated from scientific literature". In this study, literature studies were carried out by looking for theoretical foundations related to the research title.

3.5.2 Secondary Data

According to Sugiyono (2019:308) "secondary data is an indirect data source that provides data to data collectors". Furthermore, according to Hendri Tanjung (2018:115) conveyed "the method of collecting secondary data, namely for secondary data, data collection is carried out using documentation methods through print media or electronic media". Secondary data in this study includes company history data, the company's vision and mission.

3.4 Data Analysis Techniques

According to Sugiyono (2019:147) "in quantitative research, data analysis is the activity of collecting data from sources obtained". Activities in data analysis are grouping data based on variables and types, tabulating based on variables, presenting data based on the variables studied, performing calculations to answer the problem formulation, and performing calculations to test the hypotheses that have been proposed.

RESEARCH RESULTS AND DISCUSSION

4.1 General Description of Research Object

4.1.1 Brief History At Vera Grocery Store

At Vera Grocery Store, is a retail company engaged in the basic necessities sector which was established in April 2015. Vera grocery store is located in the back yard of RT 14/10, Cengkareng sub-district, Kapuk village, West Jakarta city, led by Mrs. Vera as the owner. Vera grocery store is a business engaged in the trade of daily household necessities and is run by individuals who need quite a large capital. To achieve the company's goals, the owner or as the owner wants to make improvements in terms of price comparison and improve facilities in order to meet the expectations of customer satisfaction and high service, so the company continues to develop modes that are preferred by customers while still prioritizing customer service and satisfaction and always making attractive designs according to customer needs.

4.1.2 Vision and Mission at Vera Grocery Store

1. Vision:

Making sure everyone's basic needs can be met and developing businesses can create

jobs for the community.

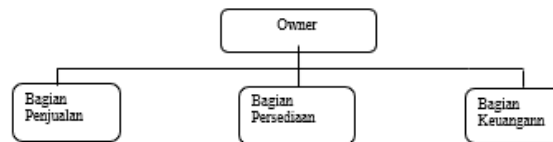
2. Mission:

Improve product quality, prices and facilities to gain customer satisfaction.

4.1.3 Organizational Structure At Vera Grocery Store

1. Organizational structure

Management is an important thing that must be considered by the Company. With the division of structures, work can be controlled well. The following is the structure in At the Vera Grocery Store in Cengkareng, West Jakarta, the following are:



Sumber: Di Toko Sembako Vera, 2023

Gambar 4.1
Struktur Organisasi Di Toko Sembako Vera

DISCUSSION OF RESEARCH RESULTS

4.3.1 Discussion Descriptive

2. Conditions of Respondents' Answers to Price Variables

The total mean score of the price variable is 3.50 which is included in the good category. Based on the average respondent's answer, the majority responded positively to the price. Based on the answers, 25.4% gave a very good answer (SB), 28.5% gave a good answer (B), but there were still 24.1% of respondents who gave a less good answer (KB), 13.5% gave a bad answer (TB), and 8.4% gave a very bad answer (STB).

3. Condition of Respondents' Answers to Facilities Variables

The total mean score of the facility variable is 3.72 which is included in the good category. Based on the average respondent's answer, the majority responded positively to the facilities provided. Based on the answers, 15.8% gave a very good answer (SB), 43.3% gave a good answer (B), but there were still 37.9% of respondents who gave a less good answer (KB), 2.9% gave a bad answer (TB), and 0.0% gave a very bad answer (STB).

4. Condition of Respondents' Answers to Customer Satisfaction Variables

The total mean score of the customer satisfaction variable is 3.85 which is included in the good category. Based on the average respondent's answer, the majority responded positively to the customer satisfaction carried out. Based on the answers, as many as 17.9% gave a very good answer (SB), as many as 49.5% gave a good answer (B), but there were still 31.3% of respondents who gave a less good answer (KB), as many as 1.4% gave a bad answer (TB), and as many as 0.0% gave a very bad answer (STB).

Quantitative Discussion

1. The Effect of Price (X1) on Customer Satisfaction (Y)

Based on the results of the analysis, the regression equation value $Y = 44.661 - 0.180X_1$ was obtained, the correlation coefficient value was obtained at -0.447, meaning that the two variables have a moderate negative relationship. The determination value or contribution of its influence is 0.200 or 20.0% while the remaining 80.0% is influenced by other factors. The hypothesis test obtained the calculated t value > t table or $(-4.844 > -1.986)$. Thus, H_0 is rejected and H_1 is accepted, meaning that there is a negative and significant influence of price on customer satisfaction at the Vera Grocery Store, Cengkareng, West Jakarta.

2. The Influence of Facilities (X2) on Customer Satisfaction (Y)

Based on the test results, the regression equation value $Y = 17.9170 + 0.549X_2$, the correlation coefficient value of 0.654 means that the two variables have a strong relationship. The determination value or contribution of its influence is 0.427 or 42.7% while the remaining 57.3% is influenced by other factors. The hypothesis test obtained the calculated t value > t table or $(8.378 > 1.986)$. Thus, H_0 is rejected and H_2 is accepted, meaning that there is a significant influence of facilities on customer satisfaction at the Vera Grocery Store, Cengkareng, West Jakarta.

3. Price Influence (X1) And Facilities (X2) Towards Customer Satisfaction (Y).

Based on The results of the study indicate that price (X_1) and facilities (X_2) have a significant effect on customer satisfaction (Y) with the regression equation $Y = 24.650 - 0.134X_1 + 0.495X_2$. The correlation coefficient value or the level of relationship between the independent variable and the dependent variable is obtained at 0.732, meaning it has a strong relationship. The determination coefficient value or contribution of its influence simultaneously is 53.5% while the remaining 46.5% is influenced by other factors. The hypothesis test obtained the calculated F value > F table or $(53.581 > 2.700)$. Thus H_0 is rejected and H_3 is accepted. This means that there is a significant simultaneous influence of price and facilities on customer satisfaction at the Vera Grocery Store, Cengkareng, West Jakarta.

CONCLUSION

Based on the results of the analysis and discussion regarding the influence of price and facilities on customer satisfaction at the Vera Cengkareng Grocery Store, West Jakarta, the following conclusions were obtained:

1. Price has a significant effect on customer satisfaction with the regression equation $Y = 44.661 - 0.180X_1$, the correlation value of -0.447 means that both variables have a moderate negative relationship with a coefficient of determination of 20.0% and the hypothesis test obtained t count > t table or $(-4.844 > 1.986)$. Thus, H_0 is rejected and H_1 is accepted, meaning that there is a significant effect of price on customer satisfaction at Toko Sembako Vera Cengkareng, West Jakarta.
2. Facilities have a significant effect on customer satisfaction with the regression equation $Y = 17.9170 + 0.549X_2$, a correlation value of 0.654 meaning that the two variables have a strong relationship with a determination coefficient value of 42.7% and the hypothesis test obtained t count > t table or $(8.378 > 1.986)$. Thus, H_0 is rejected and H_2 is accepted, meaning that there is a significant effect of facilities on customer satisfaction at Toko Sembako Vera Cengkareng, West Jakarta.
3. Price and facilities simultaneously have a significant effect on customer satisfaction with the regression equation $Y = 24.650 - 0.134X_1 + 0.495X_2$, the correlation value of 0.732 means that the independent variable with the dependent variable has a strong relationship with a determination coefficient value of 53.5% while the remaining 46.5% is influenced by other factors. Hypothesis testing obtained the calculated F value > F table or $(53.581 > 2.700)$. Thus, H_0 is rejected and H_3 is accepted, meaning that there is a significant simultaneous effect of price and facilities on customer satisfaction at the Vera Grocery Store, Cengkareng, West Jakarta.

5.1 Research Limitations

Research conducted Currently there are still many shortcomings and limitations, including the following:

1. The factors that influence customer satisfaction at the Vera Grocery Store in Cengkareng, West Jakarta in this study only consist of independent variables, namely price and facilities, while of course there are still many other factors that contribute.
2. The research only focuses on customer satisfaction at the Vera Grocery Store, Cengkareng, West Jakarta.
3. The sample used was only 96 respondents and sometimes the answers given by respondents could still be less than representative of the actual situation. Therefore, further research would be more comprehensive if other methods such as interviews were added so that they are more accurate or other variables were added.

5.2 Suggestion

Based on the conclusions above as research results, the author provides the following suggestions:

1. The weakest statement price is number 2, namely "I feel that the price set is too expensive compared to competitors", which only achieved a score of 3.24. To be even better, the price set should be in accordance with the current staple food market so that people from all walks of life can buy staple foods at Toko Vera.
2. The weakest statement facility is number 2, namely "I feel that the layout of basic necessities in Vera's store is in accordance with consumer needs", which only achieved a score of 3.39. To be even better, the layout of basic necessities in Vera's Store should be given more attention to its placement so that it is appropriate and easy to reach without taking a long time.
3. Customer satisfaction the weakest statement is number 1, namely "I feel satisfied after buying groceries at Vera Store", which only reached a score of 3.36. To be even better, the service at Vera Grocery Store should be improved in serving consumers who buy, the better the service, the more satisfied the customers are, so this will result in satisfaction which will make customers make repeat purchases.

REFERENCES

- Abdullah, A. (2019). *Etika pendidikan*. Talang Jambi: PT. Raja Grafindo.
- Afandi, A. (2019). *Manajemen sumber daya manusia (Teori, konsep dan indikator)*. Riau: Zanafa Publishing.
- Alabi, A. (2018). *Analisis regresi untuk bisnis dan ekonomi*. Yogyakarta: BPFE.
- Alma, B. (2019). *Manajemen pemasaran & pemasaran jasa*. Bandung: CV. Alfabetha.
- Anoraga, P. (2018). *Psikologi kerja*. Jakarta: PT Rineka Cipta.
- Arikunto, S. (2019). *Prosedur penelitian: Suatu pendekatan praktek*. Jakarta: Rineka Cipta.
- Daryanto. (2019). *Strategi pemasaran*. Bandung: CV. Yrama Widya.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program SPSS (Edisi kelima)*. Semarang: Badan Penerbit Undip.
- Hasibuan, M. S. P. (2020). *Manajemen sumber daya manusia (Edisi revisi)*. Jakarta: PT Bumi Aksara.
- Hendri, T. (2018). *Metodologi penelitian ekonomi Islam*. Jakarta: Gramata Publishing.
- Hery. (2019). *Auditing dan asuransi*. Jakarta: Grasindo.
- Irfanudin, M. A. (2019). Pengaruh kualitas produk, harga dan kualitas layanan terhadap kepuasan pelanggan. *Jurnal Ilmiah Semarak*, 2(1), 1-20.
- Istijanto, S. (2018). *Riset sumber daya manusia*. Jakarta: PT. Gramedia Pustaka.
- Kabalmay, A., Lewenussa, R., & Rawi, P. (2021). Pengaruh fasilitas dan kualitas pelayanan terhadap kepuasan konsumen menggunakan jasa Vega Hotel Kota Sorong. *Jurnal Ekonomi Efektif*, 4(1).
- Kharis, I. F. (2018). *Studi mengenai impulse buying dalam penjualan online*. Semarang: Skripsi Universitas Diponegoro.
- Kotler, P. (2019). *Manajemen pemasaran (Edisi keempat belas)*. Jakarta: PT. Indeks.
- Kotler, P., & Armstrong, G. (2019). *Prinsip-prinsip pemasaran (Edisi kedua belas, Jilid satu)*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2019). *Manajemen pemasaran*. Jakarta: PT. Macaman Jaya Cemerlang.

- Lupiyohadi, R. (2020). *Manajemen pemasaran jasa* (Edisi kedua). Jakarta: Salemba Empat.
- Machfoedz, M. (2019). *Pengantar pemasaran modern*. Akademi Manajemen Pemasaran, Yogyakarta: YPKPN.
- Malholta, N. K., & Dash, S. (2019). *Marketing research an applied orientation* (7th ed.). Chennai: Pearson India Education Services.
- Marendra, G. I. (2018). Pengaruh bauran pemasaran (produk, harga, lokasi, dan promosi) terhadap keputusan pembelian konsumen di minimarket (Alfamart atau Indomart). *Jurnal Pemasaran Kompetitif*, 1(3), 34-52
- McDonald, M., & Keegan, W. (2019). *Marketing plans that work*. Jakarta: Erlangga.
- Muawanah, S., Pranitasari, D. (2020). Pengaruh kualitas pelayanan, harga dan fasilitas terhadap kepuasan pelanggan dan kepercayaan pengguna jasa pengiriman paket PT. Jalur Nugraha Ekakurir (JNE) Jakarta. *Jurnal Sekolah Tinggi Ilmu Indonesia*.
- Nugroho, M. (2019). *Kebijakan publik di negara-negara berkembang*. Yogyakarta: Pustaka Pelajar.
- Nur, M., Fadili, D. A. (2021). Pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di Travellers Hotel Jakarta. *Jurnal Pemasaran Kompetitif*, 5(1), 38-50.
- Prasasti, A., Maisara, G., & P. (2022). Pengaruh fasilitas, harga, dan citra rasa terhadap kepuasan konsumen Mie Gacoan di Solo Raya. *Jurnal Manajemen Sumber Daya Manusia, Administrasi dan Pelayanan Publik Universitas Bina Taruna Gorontalo*, 9(2), 267-288.
- Rao, P. (2018). *Measuring consumer perceptions through factor analysis*. The Asian.
- Rivai, V. (2020). *Manajemen sumber daya manusia untuk perusahaan*. Jakarta: PT Raja Grafindo Persada.
- Robbins, S. P., & Coulter, M. (2018). *Manajemen*. Jakarta: PT. Indeks Kelompok Gramedia.
- Rutjuhan, A., & Ismunandar. (2019). Pengaruh fasilitas dan lokasi terhadap kepuasan pelanggan Mahfoed Life Gym. *Jurnal Pamator*, 13(1), 105-109.
- Safroni, L. (2019). *Manajemen dan reformasi pelayanan publik dalam konteks birokrasi Indonesia*. Surabaya: Aditya Media Publishing.
- Salam, B. (2018). *Pengantar filsafat*. Jakarta: Bumi Aksara.
- Salam, B. (2019). *Manajemen pemerintahan Indonesia*. Jakarta: PT. Djambatan.
- Santoso, S. (2019). *Menguasai statistik multivariat*. Jakarta: PT Elex Media Komputindo.
- Schiffman, L. G., & Kanuk, L. L. (2019). *Perilaku konsumen* (Edisi tujuh). Jakarta: Indeks.
- Setiadi, N. (2019). *Perilaku konsumen* (Cetakan 4, Edisi revisi). Jakarta: Kencana.
- Siyoto, S., et al. (2019). *Dasar metodologi penelitian*. Yogyakarta: Literasi Media Publishing.
- Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2019). *Manajemen*. Jakarta: PT Prenhallindo.
- Stonner, J. (2019). *Manajemen sumber daya manusia* (Edisi revisi). Jakarta: Penerbit PT. Bumi Aksara.
- Sudjana, N. (2018). *Metode statistika*. Bandung: Tarsido.
- Sugiyono. (2019). *Metode penelitian administrasi: Dilengkapi dengan metode R & D*. Bandung: Alfabeta.
- Suherman, W. (2019). *Kurikulum berbasis kompetensi pendidikan Mahnun Mas'adi teori dan praktik pengembangan*. Yogyakarta: FIK UNY.
- Sujarweni, V. W. (2019). *Metodologi penelitian bisnis & ekonomi*. Yogyakarta: Pustaka Baru Press.
- Supangat, A. (2019). *Statistika dalam kajian deskriptif, inferensial, dan nonparametik* (Edisi pertama). Jakarta: Kencana.
- Supranto, J. (2019). *Statistik teori dan aplikasi*. Jakarta: Pustaka Ekonomi.
- Surhartati, L., & Sugiyanto. (2022). Pengaruh kualitas pelayanan, nilai pelanggan, dan harga terhadap kepuasan pelanggan pada Apotek K24 Rawabuntu. *Jurnal Humanis*, 2(2), 16-23.
- Sutrisno, E. (2020). *Manajemen sumber daya manusia*. Jakarta: Prenadamedia Group.
- Swastha, B. (2019). *Manajemen pemasaran modern*. Yogyakarta: BPFE.
- Tawakkal, E., Suaib, H., & Zein, M. (2021). Pengaruh harga dan suasana Café Layan Gading terhadap kepuasan pelanggan. *Jurnal Perkusi*, 1(3), 384-388.
- Tjiptono, F. (2019). *Service management mewujudkan layanan*. Yogyakarta: Andi.
- Umi Narimawati. (2018). *Metodologi penelitian kualitatif dan kuantitatif, teori dan aplikasi*. Bandung: Agung Media.
- Yazid, I. (2019). *Pemasaran jasa, konsep dan implementasi* (Edisi kedua). Yogyakarta: PT. Ekonisia.