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Improving Retail Customer Satisfaction Factors with Ergo-Iconic Value and Service Environment

Yosua Pardamean Samuel*, E. Andriyansah, Kurniawati

Department of Economy, Indonesia Open University, Jakarta, Indonesia

Abstract: Customer satisfaction is very important and must be considered by all companies, including companies engaged in retail. Not a few retail companies close their outlets because customers feel dissatisfied, so they choose competitors' outlets. Customers also adjust to the choice of company policies. This study aims to research the factors that determine customer satisfaction in retail companies. It uses the Smart-PLS 03 software to determine what factors affect the service environment, customer satisfaction, and the relationship between service environment and customer satisfaction. Based on the analysis results, it was found that tangibility, price, iconic ergonomics, and empathy are variables that have a positive and significant effect. Meanwhile, the other variables, namely assurance and responsiveness, have a positive but not significant effect. Furthermore, for the level of influence with customer satisfaction, the price, empathy, and iconic ergonomic variables have a significant ergonomic and positive effect both directly and indirectly, so the intervention variable has a partial mediating effect. On the other hand, tangible variables guarantee responsiveness and have a positive and insignificant effect on direct influence. However, when the indirect effect becomes a positive and significant effect, the intervening variable (environment) has a full mediating effect in customer satisfaction services. The results obtained show that the service environment variable has a positive and significant effect on customer satisfaction.

Keywords: customer satisfaction, service environment, retail company, iconic ergonomics.

以人體工程學標誌性價值和服務環境提高零售客戶滿意度

摘要：客戶滿意度非常重要，所有公司都必須考慮，包括從事零售的公司。不少零售公司因為顧客不滿意而關閉他們的網點，所以他們選擇了競爭對手的網點。客戶也會適應公司政策的選擇。本研究旨在研究決定零售公司客戶滿意度的因素。它使用智能平面到線交換 03 軟件來確定影響服務環境、客戶滿意度的因素以及服務環境與客戶滿意度之間的關係。根據分析結果發現，有形性、價格、標誌性人體工程學和同理心是具有積極和顯著影響的變量。同時，其他變量，即保證和響應，具有積極但不顯著的影響。此外，對於對顧客滿意度的影響程度，價格、同理心和標誌性人體工程學變量具有直接和間接顯著的人體工程學和積極效應，因此干預變量具有部分中介作用。另一方面，有形變量保證了響應性，對直接影響具有積極而微不足道的影響。然而，當間接影響變成積極的、顯著的影響時，中介變量（環境）在顧客滿意度服務中具有完全的中介作用。得到的結果表明，服務環境變量對顧客滿意度有顯著的正向影響。

关键词：客戶滿意度，服務環境，零售公司，標誌性的人體工程學。

1. Introduction

The development of community mobility certainly has an impact on increasingly complex needs. At the

same time, it is certainly a challenge for retail companies to meet every need. Association of Indonesian retail companies (Aprindo), one of the companies in this sector, is PT Trans Retail Indonesia.

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About the authors: Yosua Pardamean Samuel, E. Andriyansah, Kurniawati, Department of Economy, Indonesia Open University, Jakarta, Indonesia

After collaborating with TransCorporation, this collaboration is expected to always provide international standard services in the Indonesian retail industry through the Carrefour, Transmart, and Groserindo trademark. In times of a pandemic like this, doing business in the retail sector is easy. The pandemic that has hit the world has had a huge impact, including retail companies in Indonesia. The giant company has officially closed all its outlets throughout Indonesia, which access up to 395 outlets. Shifts in tastes and preferences of the people make it happen. Based on this case, it is known that customer satisfaction greatly impacts the company's business journey [1]. So that to be able to move the company's wheels properly according to the plan, every company must pay attention and care for each of its customers so that maximum satisfaction can be achieved. In order to survive and even develop in the retail sector, every company must be able to win the existing competition. New competitors will inevitably emerge because the market share is very wide, and the business opportunities are fully open. One way that can be done to win the existing competition is to provide advantages to customers that competing brands cannot provide. These advantages can vary, for example, a strategic store location that is easily accessible by potential customers, every equipment in the store is placed very well and neatly arranged, the atmosphere offered during shopping is also following the wishes of the customers and the quality of the services provided must be perfect so that can attract the attention of consumers to be able to shop and even recommend services to others.

Many factors can determine customer satisfaction, such as reliability, assurance, empathy, tangibility, price, responsiveness, iconic ergonomics, and service environment [2]. However, these factors have different degrees of influence.

2. Experimental Details

2.1. Determinants of Customer Satisfaction

The movement of a retail company's business is largely determined by its consumers. Of course, to move into a market leader, customer satisfaction must be a special concern. Satisfaction is defined as feelings arising either happy or disappointed customers after comparing the performance (results) obtained with their expectations [3]. There are so many benefits if the customers achieve their satisfaction. Some of the benefits that will also be obtained when customers feel satisfied include harmonious relationships between customers and the company, which can be established well and well, becoming a good and strong basis for customers to make repurchases, encourage the creation of loyal customers, and their readiness to make purchases with payment at a price he deems reasonable for the services he receives [4].

Reliability is the capability of a service company to provide every service expected and expected by customers immediately, accurately, precisely, and gives satisfaction to customers [5]. Based on this understanding and theory, it is known that it plays an important role in determining customer satisfaction.

On every occasion when shopping, customers need a sense of security both from coming, choosing goods, and even during the transaction [6]. This sense of security is not only about the safety of the places visited but also the certainty of the products offered the courtesy of the company staff, and the company's ability to handle the risks that customers may face [7]. Based on this information, the guarantee must be a special concern for the company to realize excellent customer satisfaction. Next is empathy. Empathy variables greatly affect customer satisfaction because of the overall service delivery to each individual who is attentive, understanding the needs of each customer [8]. Based on this indicator, the seriousness of the company in providing excellent service to its customers can be seen. The tangibles are evidence or attributes that can be seen by the customer regarding equipment, communication methods, and service personnel. Each company will display every facility and infrastructure as an initial image to determine the next customer's decision [9]. One of the reasons for consumers to choose what product to buy or what service to choose is the price given. Price is also one of the most important considerations before consumers choose not only regarding low prices but also adjustments between costs and the results to be obtained. If it is felt that the price offered is too high, of course, customers will quickly forget the product or service and tend to choose competitors [10]. The basic desire of the waiters or staff to help with any difficulties experienced by customers is the notion of responsiveness. Responsiveness that is swift and precise will greatly help customers and make the company's image better. Leaving consumers to be confused and having difficulty will make the company's image negative [11].

In the era of globalization and the advancement of values, especially in today's technology, iconic ergonomics is no longer underestimated because its existence will help in many ways. Customers can also be maximized by leveraging existing iconic ergonomic values. The iconic ergonomics in retail companies can help achieve customer satisfaction because the iconic ergonomics has two indicators, namely, technology and implementation capabilities [12]. The framework for this research is shown in Fig. 1. In the framework, it is known that the X variables of this study are: reliability, assurance, empathy, tangibility, price, responsiveness, iconic ergonomics, and mediated by the intervening variable, namely servicescape, which links with variable Y, namely customer satisfaction.

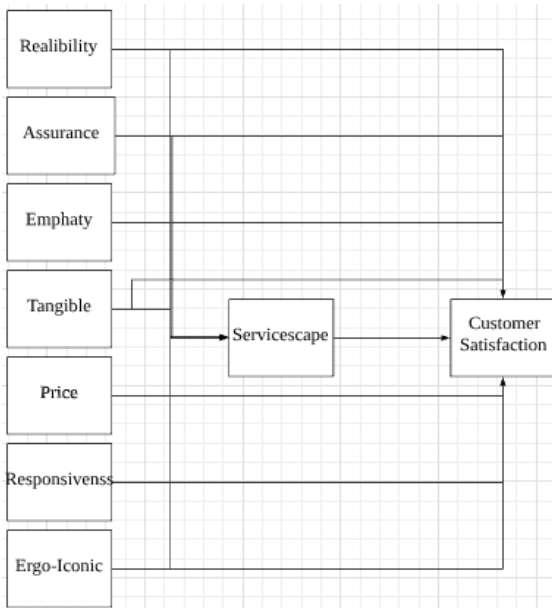


Fig. 1 Research framework

2.2. Research Methods

The research begins with a literature study on the value of iconic ergonomics and the variables that affect customer satisfaction in retail companies by studying previous studies. Based on the literature study, several influential variables are obtained: reliability, assurance, empathy, tangibility, price, responsiveness, and iconic ergonomics. After each variable is known, the next data collection will begin. The method used is filling out questionnaires by consumers from Transmart Carrefour in Jakarta to obtain data regarding the influence of the variables that have been determined on customer satisfaction. All completed questionnaires will then be processed using statistical analysis of structural equation modeling (SEM).

3. Results and Discussion

After conducting a literature study from previous studies, it was found that at least the variables of reliability (X1), assurance (X2), empathy (X3), tangibility (X4), price (X5), responsiveness (X6), and iconic ergonomics (X7) influences the service environment. In order to determine the level of influence of each variable, the data from the respondent's questionnaire was processed using Smart-PLS 03. The following results were obtained.

Table 1 Influence and significance of the factors affecting the service environment

Path	T-Statistics	Path Coefficient	Result
X1→I	3.128	0.384	Positive Significant
X2→I	1.807	0.092	Positive Not Significant
X3→I	2.278	0.287	Positive Significant
X4→I	3.687	0.419	Positive Significant
X5→I	3.008	0.368	Positive Significant
X6→I	1.905	0.140	Positive Not Significant
X7→I	2.549	0.329	Positive Significant

Table 1 shows that each variable has a positive

influence on the service environment. For variables of empathy, tangibility, price, and iconic ergonomics have a significant effect. However, the variables of assurance and responsiveness have no significant effect under previous research, which states that these variables must be considered to get a good service environment [13]. In addition, previous studies also argue that reliability, assurance, empathy, tangibility, price, responsiveness, and iconic ergonomics influence servicescape and customer satisfaction with different levels of influence between variables. In line with the results of this study for tangibility, reliability, and price have the most significant influence on servicescape and customer satisfaction [13]. Previous studies also argue that these three variables have a significant effect on servicescape and customer satisfaction. However, iconic ergonomics, empathy, responsiveness, and assurance must also be considered to maximize customer satisfaction [9]. The difference between this research and others is found in the next sub-chapter, where a servicescape variable becomes intervening. It connects reliability, assurance, empathy, tangibility, price, responsiveness, iconic ergonomics with customer satisfaction.

By studying previous studies, it is known that several important variables that affect customer satisfaction (Y) mediated by the service environment (I) are (X1) 4 indicators, assurance (X2) 3 indicators, empathy (X3) 3 indicators, tangibility (X4) 2 indicators, price (X5) 2 indicators, responsiveness (X6) 3 indicators and iconic ergonomics (X7) 2 indicators.

In order to get the results regarding the significance, calculations were carried out using the SmartPLS-03 software, obtained as follows.

Table 2 Effect and significance of factors affecting customers with mediated service environment

Path	T-Statistics	Path Coefficient	Result
X1→I→Y	1.984	0.113	Positive Significant
X2→I→Y	2.319	0.157	Positive Significant
X3→I→Y	3.115	0.317	Positive Significant
X4→I→Y	2.587	0.235	Positive Significant
X5→I→Y	3.854	0.381	Positive Significant
X6→I→Y	2.039	0.128	Positive Significant
X7→I→Y	2.843	0.291	Positive Significant

Table 2 shows that each variable has a positive influence on customer satisfaction. As for the significance value, all variables significantly affect customer satisfaction after being mediated by the service environment in line with previous research, which states that every company must pay attention to these factors so that customer satisfaction can be maximized. In addition, the results of this study are also in line with previous studies which stated that servicescape plays an important role in customer satisfaction [14]. It can be seen from table 2 that after being mediated by servicescape, all variables have a significant effect on customer satisfaction that is also

following the literature study, which argues that every company must have a good servicescape so that customer satisfaction can be achieved optimally [8].

4. Conclusion

In this study, several results were obtained, including:

1. The variables that affect retail companies' service environment: tangibility, reliability, price, iconic ergonomics, and empathy, which have a positive and significant effect. In contrast, the assurance and responsiveness variables have a positive and insignificant effect.

2. The variables that exist in the service environment and affect customer satisfaction in retail companies are price, empathy, and iconic ergonomics having a positive and significant effect on both the direct and indirect effects and the intervening variable (service environment) has a partial mediation effect. As for tangibility, assurance, responsiveness, and reliability have a positive and insignificant effect during the direct effect, but the indirect effect becomes a positive and significant effect when the intervention variable (service environment) has a full mediation effect.

3. The service environment has a positive and significant effect on customer satisfaction in retail companies.

So, based on the results of this study, every company, especially those engaged in retail, must pay close attention to the elements of reliability, assurance, empathy, tangibility, price, responsiveness, iconic ergonomics, and service environment in all aspects of its service and every customer gets maximum satisfaction. This study has differences from previous studies. That is because, in this study, the servicescape variable was used as a mediation. So that it is obtained that the variables of customer satisfaction such as reliability, assurance, empathy, tangibility, price, responsiveness, iconic ergonomics will be improved by paying attention to the service environment in which the company operates. The relationship is positive, meaning that the better the service environment of a company, the more customer satisfaction will increase. For further research in this field, more in-depth research and research on all indicators and variables of customer satisfaction are needed so that the company knows more deeply about the satisfaction of each of its customers.

5. Managerial Implication

For companies engaged in retail, it is very important to pay attention to the variables of reliability, assurance, empathy, tangibility, price, responsiveness, and iconic ergonomics so that consumers get higher satisfaction. In addition, the company's service environment must also be considered carefully because it has a fairly high influence related to customer

satisfaction. Specifically tangible are price and reliability because, according to the respondents, these variables have the three strongest influences to determine their satisfaction. It is also in line with previous studies which concluded that these three variables affect customer satisfaction.

In addition, the servicescape variable must also be considered because, in addition to influencing customer satisfaction, the mediation of these variables increases the level of influence of the reliability, assurance, empathy, tangibility, price, responsiveness, and iconic ergonomic variables. So that by having a good servicescape, not only can customer satisfaction be obtained maximally, but also maximizing other variables. So that in the end, every customer who purchases will get maximum satisfaction.

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