THE INFLUENCE SERVICE QUALITY PRODUCT QUALITY TO CUSTOMER SATISFACTION
(A CASE STUDY AT MODERN RETAIL IN EAST JAVA)

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ABSTRACT

The aim of this study is to determine the influence service quality, product quality to customer satisfaction at modern retail in East Java. Number of samples in this study there were 120 respondents and at least do some shopping at the store three times. Model analysis of the data using the program SPSS version 20.0, the results of this study stated that the influence of each variable either partially or simultaneously with significant influence toward customer loyalty. Suggestions that expected based on the results of this research that can be used as a reference for further research to develop this research by considering other variables that has not been studied as: (1) pricing and (2) infrastructure.

Keyword: Service Quality, Product Quality, Customer Satisfaction,

INTRODUCTION

Trends of modern retail from year to year showed rapid growth so that several cities in East Java is increasingly popping up new retail stores and the average in each sub-district is almost no 3-4 rite modern stores. Therefore, the retail business is a concern to investors to invest in the retail field. Modern retail store network covers 55 outlets in East Java Hypermarket. 120 supermarket outlets, 1,400 outlets and 30 outlets minimart Department Store nationwide networked (Anggraenny, 2012). According to the Chairman of the Retail Association of East Java, Ibnu (2012), Indonesia's economic growth up to 2012 rises above 6.5%,