

**THE INFLUENCE OF CUSTOMER ORIENTATION PERCEPTION AND SERVICE QUALITY TO CUSTOMER SATISFACTION ON MATAHARI DEPARTMENT STORE MANADO TOWN SQUARE**

*PENGARUH PERSEPSI ORIENTASI PELANGGAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN MATAHARI DEPARTMENT STORE*

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**Abstract:** Customer satisfaction is the level of a person's feelings after comparing the benefits of the product that customers feel with their expectations. To create customer satisfaction, a company must be able to meet the needs and desires of customers related to the product, services, and purchases. Perception of customer orientation and quality of service to customers are important for creating customer satisfaction. Customer orientation is a business culture where the organization is committed to be creative in creating superior value for customers sustainably, while the quality of service will help customers solve their problems in meeting their needs and expectations for the products needed. This study aims to determine (1) whether customer orientation has a significant effect on customer satisfaction, (2) whether service quality has a significant effect on customer satisfaction, and (3) whether customer orientation and service quality together have a significant effect on customer satisfaction at Matahari Department Store in Manado Town Square.

**Keywords:** customer orientation, perception, service quality, customer satisfaction

**Abstrak:** Kepuasan pelanggan adalah tingkat perasaan seseorang setelah membandingkan manfaat produk yang dirasakan pelanggan dengan harapannya. Untuk menciptakan kepuasan pelanggan, perusahaan harus dapat memenuhi kebutuhan dan keinginan pelanggan terkait produk, layanan, dan pembelian. Persepsi orientasi pelanggan dan kualitas layanan kepada pelanggan penting untuk menciptakan kepuasan pelanggan. Orientasi pelanggan merupakan budaya bisnis dimana organisasi berkomitmen untuk berkreasi dalam menciptakan nilai yang unggul bagi pelanggan secara berkelanjutan, sedangkan kualitas layanan akan membantu pelanggan menyelesaikan permasalahannya dalam memenuhi kebutuhan dan ekspektasinya terhadap produk yang dibutuhkan. Penelitian ini bertujuan untuk mengetahui (1) apakah orientasi pelanggan berpengaruh signifikan terhadap kepuasan pelanggan, (2) apakah kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan, dan (3) apakah orientasi pelanggan dan kualitas layanan secara bersama-sama berpengaruh signifikan terhadap kepuasan pelanggan. kepuasan di Matahari Department Store di Manado Town Square.

**Kata Kunci:** orientasi konsumen, persepsi, kualitas pelayanan, kepuasan pelanggan

## INTRODUCTION

### Research Background

Many of the early department stores, such as John Lewis and Whiteleys in London, were founded by drapers, cloth merchants who understood the tastes and buying power of the rising new generation of middle class women that, from the second half of the 19th Century, would spur the department store to opulent heights across Europe and the United States. Department stores proved so appealing that they blossomed at most unlikely junctures in 20th Century history. GUM (State Department Store), Red Square, Moscow dates from 1921. For Lenin, it was a showcase of “socialist consumerism”, which was, to say the least, a misnomer. The spectacular looking shop sold what Soviet factories chose to send. Being a communist country, the customer was always ‘left’ rather than right. Even more surprising has been the rise of intense consumerism in the People’s Republic of China, where vast, hyper-bling shopping malls now threaten the very idea of the department store.

Matahari Department Store is a retail company in Indonesia who owned the Matahari department store retail chain. Currently, Matahari Department Store is a subsidiary of the Lippo Group. As of the first quarter on 2017, Matahari Department Store already has 151 outlets in more than 60 cities in Indonesia. Matahari Department Store Manado at Manado Town Square is the 101st outlet that is present in Indonesia, and is the 8th outlet that present in the eastern part of Indonesia. This outlet offers a different shopping atmosphere, with exclusive lighting and a shopping area of not less than 6,500 M2 and filled with various well-known product brands that can be the customers' choice in Manado and its surroundings.

Customer satisfaction is a top priority for Matahari Department Store products and services. The goods return policy allows customers to exchange certain items for similar products within 7 days of purchase, or within 14 days for products purchased online, if there is a customer complaint. This can be conveyed through: (1) customer service at all Matahari outlets during operating hours, (2) direct telephone to Halo Matahari customer call center (021) 1500038 which is served by trained customer service operators, (3) Email to address help@matahari.com, direct information through the Matahari website at www.matahari.co.id, Matahari's Facebook social media account, Twitter @gayamatahari, Instagram: @matahari, and YouTube on the MATAHARI Line: Matahari Dept. Store. The increasing number of shopping places in big cities and small cities creates a lot of competition. The way to win the competition is to provide customer satisfaction and for this reason, Matahari Department Store Town Square Manado should pay attention to aspects of customer orientation and quality of service provided to customers.

### Research Objectives

1. To examine the influence of customer orientation on customer satisfaction at Matahari Department Store.
2. To examine the influence of service quality on customer satisfaction at Matahari Department Store.
3. To examine the influence of customer orientation and service quality on customer satisfaction at Matahari Department Store.

## THEORETICAL FRAMEWORK

### Marketing

Marketing concerned with identifying and meeting the needs of people and society. To become a marketer, the person must understand the meaning of marketing, how to run a marketing business, what types will be marketed and for whom the business is marketed. There are various definitions of marketing. Kotler (2008) stated that marketing is a human activity that leads to meeting needs and needs and wants through the exchange process. American Marketing Association defined marketing as a business activity that directs the transfer of goods or services from producers to consumers.

### Customer Satisfaction

Customer satisfaction is very important to maintain customer loyalty, so that customers remain loyal to buy the products or services. Satisfaction or dissatisfaction is a comparison between performance expectations before buying and perceptions of performance received by the consumers after buying. If the performance expectation before buying is greater than the performance received after buying, it is said that the consumer is dissatisfied. Otherwise, if the performance expectation before buying is smaller than the perception of performance before buying, the consumer will experience satisfaction. Customer satisfaction as an after-purchase evaluation, where

the perception of the performance of the selected product / service meets or exceeds expectations before purchase. This means that if the perception of performance does not meet expectations, what will happen is dissatisfaction. Thus, dissatisfaction with an organization's product or service can cause problems with the quality of the product or service.

### Customer orientation

Customer orientation is the collection of market information about the current and future needs and wants of consumers. According to Narver and Slater (1990), customer orientation is to understand carefully the target of the buyer in order to create superior value continuously. Customer orientation also defined as a set of beliefs and value systems that place the interests of customers above everything else to develop a profitable company in the long run (Moorman et al., 1993).

### Service Quality

Service quality or service centered on efforts to meet the needs and desires of customers and delivery provisions to match customer expectations. If the service received or felt is in accordance with customer expectations, then the quality received or felt is in accordance with customer expectations, then the service quality is perceived as ideal quality, but on the other hand, if the service received or perceived is lower than expected, the service quality is perceived as low. In principle, the concept of service has a variety of different definitions according to expert explanations, but in essence still refers to the same basic conception. According to Sutedja (2007), service can be defined as an activity or benefit that can be offered by one party to another. These services include speed of service, convenience provided, convenience of location, reasonable and competitive prices (Sunarto, 2007). According to Almasdi and Suit (2012) to serve our customers in an excellent way, we are required to provide services that are sure to be reliable, fast and complete with additional empathy and attractive appearance.

### Previous research

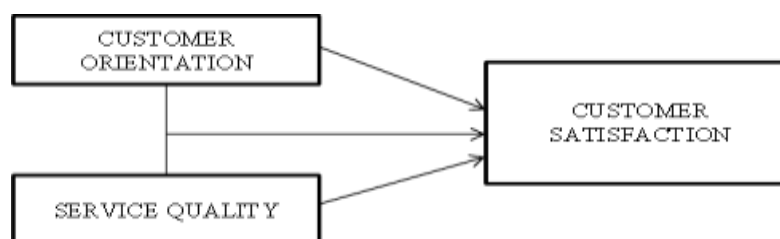
Nova Retnowati (2009) analyzed the influences of service quality, service orientation, and price strategy upon the satisfaction and customer loyalty of executive trains; and found that (1) service quality has influence upon the customer satisfaction of executive trains; (2) service orientation has not influence upon the customer satisfaction of executive trains; (3) price strategy has influence upon the customer satisfaction of executive trains; (4) service quality has not influence upon the customer loyalty of executive trains; (5) service orientation has not influence upon the customer loyalty of executive trains; (6) price strategy has not influence upon the customer loyalty of executive trains; and also (7) customer satisfaction has influence upon the customer loyalty of executive trains.

Litra Diantara (2019) analyzed the effect of service quality and customer orientation on customer satisfaction and found that service quality and customer orientation have a significant effect on customer satisfaction.

Abdul Gofur (2019) analyzed the effect of service quality and price on customer satisfaction; and found that service quality has a positive and significant effect on customer satisfaction and price has a positive and significant effect on customer satisfaction.

### Conceptual Framework

Based on the theoretical and empirical studies, Customer orientation and service quality together have a significant effect on customer satisfaction at Matahari Department Store in Manado Town Square.



**Figure 1. Conceptual Framework**

*Source: Literature review, 2020*

**RESEARCH METHOD****Research Approach**

This type of research is a quantitative study with a correlational survey design of customer satisfaction which is influenced by customer orientation and service quality. The survey method aims to see the condition that is the object of research, by looking at existing data and information from the sample, without giving special treatment

**Population, Sample, and Sampling Technique**

Population is a generalization area consisting of: objects and subjects that have certain qualities and characteristics determined by the researcher to study and then draw conclusions (Sugiyono, 2014). The population in this study were buyers / consumers who had made purchases at Matahari Department Store in Manado Town Square, whose numbers were unknown and could be said to be in the infinite category. Due to the Covid 19 pandemic period, the determination of the sample size was all Matahari Department Store in Manado Town Square customers who gave responses on the Google Form link which were shared via the Whatsapp group media respectively, with unknown population totaling 80 people. Non random sampling techniques are the techniques in which the researcher select the samples from the population without randomization. Here the samples might have selected at the discretion of the researcher. In this sampling there is no means of judging the probability of the element or group of elements, of population being included in the sample

**Data Collection Method**

The data collection technique in this study was carried out by means of a questionnaire, the researcher prepared a list of statements to be filled in by respondents through the google form application.

**Operational Definitions of Research Variable****Table 1. Definition of Variable Operationalization**

Variable	Indicator
Customer Satisfaction	<ul style="list-style-type: none"> <li>- Re-purchase</li> <li>- Creating a Word-of-Mouth</li> <li>- Creating a Brand Image</li> <li>- Creating Purchasing Decisions in the same Company</li> <li>- Developing a level of customer commitment</li> <li>- Creating customer value</li> </ul>
Customer Orientation	<ul style="list-style-type: none"> <li>- Understanding customer needs</li> <li>- Achieving satisfaction level objectives</li> <li>- Provide after-sales services</li> <li>- Measuring the level of customer satisfaction</li> <li>- Reliability</li> <li>- Responsiveness</li> <li>- Competence</li> <li>- Accessibility</li> </ul>
Service Quality	<ul style="list-style-type: none"> <li>- Courtesy</li> <li>- Communication</li> <li>- Credibility</li> <li>- Security</li> <li>- Understanding/Knowing the Customer</li> <li>- Tangibles</li> </ul>

Source: Literature Review, 2020

**Data Analysis Method**

Data analysis method that used is Multiple Linear Regression Analysis, Classical Assumption Tests, and Hypothesis Testing.

**RESULT AND DISCUSSION****Result**

Testing instrument is done through validity and reliability test in which the test results show valid and reliable. The instruments are also meet classical assumption tests.

**Table 2. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations		
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	.588	.429		1.371	.174	-.266	1.443			
CUSTOMER ORIENTATION PERCEPTION SERVICE QUALITY	.453	.104	.408	4.357	.000	.246	.660	.584	.445	.364
	.433	.104	.390	4.162	.000	.226	.640	.574	.429	.348

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Data Processed, 2020

**Discussion**

Marketing concerned with identifying and meeting human and societal needs. The goal of marketing is to know and understand the customer in such a way that the product or service fits the customer. Customers are very important to the company. Without customers, company has nothing. It is the customers who define the business. If company does understand its customers then company can't understand its business either. Customer satisfaction is an important factor in the retail business, a retail company must be able to put customers in the first position because customers are an aspect which is very important for business. By providing good service to customers, the company will also benefit.

The results of this study found that customer satisfaction at Matahari Department Store is good. This is influenced by the perception of customer orientation. Through customer orientation, forming customer perceptions of the values that are built and felt, which in turn will result in customer satisfaction. Customer orientation is to understand carefully the target buyers in order to be able to create superior value continuously. The company has the opportunity to form customer perceptions of the values it builds and the values that are perceived will result in customer satisfaction values. The end result of this customer orientation is satisfied and loyal customers.

The results of this study also found a relationship between service quality and customer satisfaction at Matahari Department Store Manado Town Square. Customers not only see the quality of the products offered, but they also see the way the company behaves to them. Service to consumers is so vital for the retail business. The services provided to customers will have a positive impact on customer satisfaction. Physical aspects such as shop appearance and in-store layout of goods play a very important role in the retail sector services, making it easier for customers to find goods, as well as modern equipment used to facilitate transactions. Prompt service and personal interactions such as courtesy in providing services, assisting in finding goods, and providing proper and correct service, play an important role in providing service to customers. Personal interaction also includes the sense of security felt by customers towards employees and the ability of employees to handle customer problems and complaints. The ability of employees to express genuine and honest interest in solving customer problems and a good problem-solving system will detect and solve problems, prevent dissatisfaction, and handle customer complaints appropriately.

**CONCLUSIONS AND RECOMMENDATIONS****Conclusions**

The conclusions in this study are:

1. Customer Orientation has proven significant to the customer as the customer to value the company product and service thus making decision to Re-Purchase and it has significant effect on customer satisfaction at Matahari Department Store in Manado Town Square.

2. Service Quality also has positive effect to the customer as the customers were provide with better understanding of the product and how the employees able to communicate with the customer better, makes it highly value by the customer as it effect customer satisfaction at Matahari Department Store in Manado Town Square.
3. Customer Orientation and Service Quality together have a significant effect on customer satisfaction at Matahari Department Store in Manado Town Square

### Recommendations

This research shows a very strong relationship between perceptions of customer orientation and service quality on customer satisfaction at Matahari Departmen Store Manado Town Square. This shows that the perception of customer orientation and service quality is very important for the company in an effort to increase customer satisfaction at Matahari Departmen Store Manado Town Square. For this reason, the suggestions that can be given in this study are as follows:

1. Management of Matahari Department Store Manado Town Square, can continue to improve things that provide positive values for customers such as product quality, outlet quality, and comfort and safety in shopping.
2. Apart from physical factors, the management of Matahari Department Store Manado Town Square must equip its employees with the knowledge and skills to serve sincerely and friendly the customers, so that customers can maximize their satisfaction in shopping.

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