

## The Effect of Promotions and Service Quality on Customer Satisfaction Among Members of Alfamart Raya Alang-Alang Lebar

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### ABSTRACT

This research uses explanatory research with a quantitative approach. There are three variables used in this research, namely Promotion (X1), Service Quality (X2), and Customer Satisfaction (Y). Data collection was obtained through distributing questionnaires to customers of Alfamart Raya Alang-Alang Lebar, Palembang city who have Member cards. The sample used in this research consisted of 100 respondents. The sampling technique used was purposive sampling. The data analysis used is descriptive analysis. The research results show that the Promotion variable (X1) has a positive and significant effect on Customer Satisfaction (Y), the service quality variable (X2) has a positive and significant effect on Customer Satisfaction (Y), the Promotion variable (X1) and the service quality variable (X2) as a whole. together they have a positive and significant effect on Customer Satisfaction (Y). Based on the results of this research, Raya Alang-Alang Lebar, Palembang city should always pay good attention to customers, and always prioritize good service so that customers are satisfied.

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### Introduction

Customer-oriented marketing strategies require companies to understand and fulfill both the behavior and needs of customers in order to achieve customer satisfaction. Customer satisfaction is highly prioritized by companies as it will have an impact on sales. Minimarket models such as Alfamart, which have proliferated throughout society, aim to fulfill the needs of their consumers, for example through complete product availability, selected products, e-payment methods such as electricity and PDAM bills, credit bills, and even cash withdrawal transactions from certain banks and so forth.

According to Kotler and Armstrong (2018:6), marketing is defined as a social and managerial process whereby individuals and groups obtain what they need and want through the creation and mutual exchange of products and value with others.

Promotional activities are oriented toward building consumer loyalty toward the products offered by the company, so that consumers make purchases of the products offered.

Promotion will also direct a person to get to know the company's products and like them so that they buy them and always remember those products, and the promotional mix is carried out in five ways, namely: advertising, personal selling, sales promotion, sponsorship, and public relations.

According to Assauri (2018:33), promotion is the effort of a company to influence and persuade prospective buyers, through the use of all elements of the marketing mix. This promotion policy cannot be separated from the integrated marketing mix policy, so its success or effectiveness is highly dependent on other marketing policies as a unified whole.

With the existence of promotion, it will certainly greatly assist the products offered by minimarkets, so that with such promotion, the public is expected to quickly become aware of the products being sold and make purchases. Promotion plays an important role in informing and disseminating the existence and value of products to prospective customers. In addition to promotion, the company also makes efforts to attract consumer buying interest.

To retain its consumers, Alfamart is required to always be responsive and careful toward whatever becomes the purchasing decisions of consumers, such as good and adequate service quality and offering affordable prices supported by promotion. Quality is the measurement of the degree or level of how good or bad something is. Service in general is the result of activities that can be offered by a company to other parties. Therefore, the definition of service quality is the overall measure of the character or nature of a service/product provided and how the capability of that service fulfills the desires and needs of customers.

According to Arianto (2018:83), service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness in fulfilling customer expectations. Service quality applies to all types of services provided by a company when clients are at the company.

Therefore, efforts are needed to improve quality service for customers, because indirectly this can help companies in promoting the products or services offered. With good service, the company's efforts to promote products can be made easier. And promotion itself can assist the company's efforts in marketing the products or services it possesses.

According to Fatihudin and Firmansyah (2019:206), customer satisfaction is a measurement or indicator of the extent to which customers or users of a company's products or services are very pleased with the products or services received. Customer satisfaction is a comparison between expectations and perceptions of experience (felt/received). In the standard textbook *Marketing Management* written by Kotler & Keller (2012:69) in Tjiptono's book (2019:378), it is stated that customer satisfaction is the level of a person's feeling after comparing the performance or results felt compared to their expectations.

Alfamart, as a shopping center that provides various types of products, is required to pay attention to promotion, service quality, and customer satisfaction of those who have already made purchases, so that customers always make the decision to make repeat purchases at Alfamart. Therefore, attention to customer satisfaction is growing larger and

more Alfamart parties are giving their attention to it, because the existence of satisfied customers will have an influence on the development of a company. The more satisfied customers there are, the better the impact will be for the company.

Alfamart has a member card called Alfagift. A member card is a subscription card provided by a company to be owned by buyers or customers so that they can have the opportunity to receive price discounts on products or certain services provided by the company. In addition, there are special offer types such as if shopping reaches a nominal value of 50 thousand, consumers get the opportunity to purchase products at a redemption price of 50 percent. With the Alfamart catalog that provides information regarding the products offered and the types of discounted products, which are quite numerous, ranging from basic necessities such as rice and cooking oil, light snacks and others. There are also flyers in the form of printed paper sheets containing what is currently being promoted and there are also brochures that will be distributed to customers. In addition, the Alfamart display is designed in such a way as to provide consumer appeal, such as neatly arranged shelves, a very wide variety of products, practical payment with a cashier system, air-conditioned and well-ventilated rooms so that Alfamart as a comfortable, safe and complete shopping place can influence the decision to make repeat purchases at Alfamart.

## **Method**

### **Data Analysis Techniques**

#### **Quantitative Analysis**

Quantitative analysis is a research method based on positivism philosophy, used to examine a particular population or sample. The sampling technique is generally carried out randomly, and data analysis is quantitative/statistical in nature with the aim of testing the hypotheses that have been established (Sugiyono, 2017:8). In this study, data processing uses SPSS version 22.

#### **Classical Assumption Test**

The classical assumption test is a statistical requirement that must be carried out in multiple linear regression analysis based on ordinary least square. In OLS there is only one dependent variable, while the number of independent variables is more than one. According to Ghazali (2018:159), to determine the accuracy of the model, it is necessary to test several classical assumptions, namely the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test.

#### **Normality Test**

The normality test is used to test whether the regression model in this study has normally distributed residuals or not. A good regression model indicator is one that has normally distributed data. The way to detect whether residuals are normally distributed or not can be done with the non-parametric statistical Kolmogorov-Smirnov (K-S) test available in the SPSS program. Data distribution can be said to be normal if the significance

value is  $> 0.05$  (Ghozali, 2018:161-167). Detecting whether data is normally distributed or not can also be done with a more reliable method, namely by looking at the Normal Probability Plot. A good regression model is one where data is normally distributed, by detecting and observing the spread of data (points) on the diagonal axis of the graph.

### **Multicollinearity Test**

The multicollinearity test is used to test whether a research regression model has a correlation between independent (free) variables. A good regression model is one where no correlation occurs between independent variables and is free from multicollinearity symptoms. Determining the presence or absence of multicollinearity symptoms is done by looking at the magnitude of the VIF (Variance Inflation Factor) value and also the Tolerance value. Tolerance measures the variability of the selected variable that is not explained by other independent variables. The values used to indicate the presence of multicollinearity symptoms are a VIF value of  $< 10.00$  and a Tolerance value of  $> 0.10$  (Ghozali, 2018:107).

### **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2018:120). Heteroscedasticity testing can be done by looking at the scatterplot graph between SRESID and ZPRED, namely the presence or absence of a certain pattern. The basis for decision making is as follows:

- 1) If there is a certain pattern, such as the existing points forming a certain regular pattern (wavy, widening then narrowing), then it indicates that heteroscedasticity has occurred.
- 2) If there is no clear pattern, and the points are scattered above and below the number 0 on the Y axis, then heteroscedasticity does not occur (Ghozali, 2018:137-138). As a way to strengthen the scatterplot test, there is another method, namely the Park test. That is, if the independent variable has a significance level value exceeding 0.05, it can be concluded that no heteroscedasticity symptoms occur in this research regression model.
- 3) Autocorrelation Test

The autocorrelation test is the relationship between the residual of one observation and the residual of another observation (Winarno, 2015:5.29). According to Ghozali (2018:111), the autocorrelation test aims to test whether in the linear regression model there is a correlation between the disturbance error in period  $t$  and the disturbance error in period  $t-1$  (previous).

### **Multiple Linear Regression Analysis**

In this study, the data analysis technique uses multiple linear regression, which is an analysis technique to determine the effect of independent variables on the dependent variable. The model in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

Description:  $Y$  = Customer Satisfaction  $\alpha$  = Constant coefficient  $\beta_1 X_1$  = Promotion  $\beta_2 X_2$  = Service Quality

## Hypothesis Testing

There are three stages of hypothesis testing in this study, namely the partial test (t-test), simultaneous test (F-test), and determination test ( $R^2$ ) as follows:

### Partial Test (t-Test)

The t-test is used to determine the effect of promotion and service quality on customer satisfaction among those who hold a member card (partial). The t-test can be carried out by comparing t-count with the t-table (Ghozali, 2018:78). At a significance level of 5% with the following testing criteria:

1. If the t-test significance value is  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. This means there is no effect between the independent variable and the dependent variable.
2. If the t-test significance value is  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means there is an effect between the independent variable and the dependent variable

### Simultaneous Test (F-Test)

The F-test (Simultaneous Test) is used to determine the presence or absence of a simultaneous joint effect between independent variables on the dependent variable. According to Ghozali (2018:79), testing can be carried out by comparing the F-count value with the F-table value at a significance level of  $< 0.05$  with the following testing criteria:

- 1) If the significant F value is  $< 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted. This means all independent/free variables have a significant effect on the dependent/related variable.
- 2) If the significant F value is  $> 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected. This means all independent/free variables do not have a significant effect on the dependent/bound variable.

## Qualitative Descriptive Analysis

The qualitative descriptive method is a qualitative research method that is grounded in philosophy, used to examine scientific (experimental) conditions where the researcher serves as the instrument. The data collection technique and analysis are qualitative in nature, placing greater emphasis on meaning. (Sugiyono, 2016:9)

## Results and Discussion

### Validity Test

Validity is a measure to indicate the levels of validity or authenticity of an instrument. A valid instrument has high validity. Conversely, an instrument that is less valid has low validity. Testing the validity of the instrument is intended to obtain a measurement tool that is authentic and reliable. To determine the validity of the questionnaire, the results of the questionnaire compiled by the researcher are used.

From the results of the validity test that has been tested, the Promotion variable with indicators of promotional media, content design, and promotion quantity is declared valid because all statement items have a correlation coefficient of  $> 0.688$ . Then for the service quality variable, a correlation coefficient of  $> 0.688$  was obtained. From the results obtained

as a research instrument, it is declared valid because it shows that the correlation coefficient value is  $> 0.688$ .

### Reliability Test

Reliability is a measurement that shows the stability and consistency of a variable that measures a concept and is useful for assessing a measurement. Reliability testing is carried out using the Alpha-Cronbach method, so the r-count value and the calculated alpha are represented by the alpha value. If the calculated alpha is greater than the r-table and the calculated alpha has a positive value, then a research variable can be called reliable. From the test results on the Promotion variable that has been tested, a result of 0.839 was obtained. This indicates that the reliability test is high because it is above the standard, namely  $0.60 < 0.839$ . Furthermore, for the Service Quality variable, a higher result was obtained because  $0.60 < 0.721$ . Then for the customer satisfaction variable, the result obtained shows  $0.60 < 0.854$ . Therefore, it can be stated that all variables in this study are reliable.

### Classical Assumption Test

The classical assumption test is often referred to as residual analysis. It is called so because research on violations of classical assumptions is usually carried out by observing the pattern of residual values. Given that the research data used is secondary, in order to fulfill the requirements determined prior to hypothesis testing through the partial test for t, simultaneous test for F, and the coefficient of determination test, it is necessary to test several classical assumptions used, namely normality, multicollinearity, and heteroscedasticity.

### Normality Test

**Table 1. Normality Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.89344363
Most Extreme Differences	Absolute	.162
	Positive	.162
	Negative	-.127
Test Statistic		.162
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>

### Multicollinearity Test

**Table 2. Multicollinearity Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Beta			Tolerance VIF
		Std. Error			



Residual	1500.731	97	15.471
Total	1969.640	99	

a. Dependent Variable: Customer Satisfaction b. Predictors: (Constant), Service Quality, Promotion

## Discussion

### 1. The Effect of Promotion on Customer Satisfaction

Based on the average score values, the total average score of 4.42 falls within the scale category (4.20-5.00), where the respondents' responses to Promotion (X1) have a Very Good scale category. This can be seen from the highest average score of 4.67 on the statement that the promotion carried out by Alfamart Alang-alang Lebar is conducted through excellent employee performance, so that many respondents choose to shop at Alfamart Alang-alang Lebar due to the quality of employee performance in promoting products well. Besides that, the company must pay attention to the completeness of the product list and brochure design, because in the statement that brochures regarding the products offered can attract attention, this statement received the lowest score of 4.26. Therefore, Alfamart Alang-alang Lebar must also pay attention to all forms of promotion so that customers are aware of the available products and become increasingly loyal in purchasing products at Alfamart Alang-alang Lebar.

Based on the validity test results, a result of 0.688 was obtained and the promotion variable (X1) is declared Valid. Based on the reliability test results, the reliable assessment criteria fall between (0.60-0.839), so the promotion variable (X1) can be declared reliable. Based on the simple linear regression test results, the equation  $Y = -10.332 + 1.302 X1$  was obtained. This equation can be interpreted as follows: a constant of -10.332 means that the consistent value of the promotion variable is -10.332. The regression coefficient X of 1.302 means that for every 1% increase in the promotion value, the promotion value increases by 1.302. The regression coefficient has a positive value, so it can be said that there is an effect of variable X1 on Y. The results of the partial test (t-test) between promotion and customer satisfaction show a t-count value > t-table where (5.497 > 1.660) and sig < 0.005 (0.000 < 0.005), so H0 is rejected and Ha is accepted, meaning there is an effect of Promotion on Customer Satisfaction at Alfamart Alang-alang Lebar.

### 2. The Effect of Service Quality on Customer Satisfaction

Based on the average score values, the total average score of 4.66 falls within the scale category (4.20-5.00), where the respondents' responses to service quality (X2) have a Very Good scale category. This can be seen from the highest average score of 4.87 on the statement that customers feel the environment of Alfamart Alang-alang Lebar is always kept clean, so that customers feel comfortable shopping at Alfamart Alang-alang Lebar. Besides that, the company must improve service quality in selling products in terms of the statement that customers feel that Alfamart Alang-alang Lebar employees know exactly what service is needed by customers, where this statement received the lowest score of 4.54. Therefore, Alfamart Alang-alang Lebar must be able to improve service quality so that customers find it easier to find the products they want.

Based on the validity test results, a result of 0.688 was obtained and the service quality variable (X2) is declared Valid. Based on the reliability test results, the reliable assessment criteria fall between (0.60 < 0.721), so the promotion variable (X1) can be declared very

reliable. Based on the simple linear regression test results, the equation  $Y = -10.332 + 0.073 X_2$  was obtained. This equation can be interpreted as follows: a constant of -10.332 means that the consistent value of the promotion variable is -10.332. The regression coefficient X of 0.073 means that for every 1% increase in the promotion value, the promotion value increases by 0.073. The regression coefficient has a positive value, so it can be said that there is an effect of variable  $X_2$  on Y. Based on the results of the partial test (t-test) between service quality and customer satisfaction, the t-count value  $>$  t-table ( $(2.214 > 1.660)$  and  $\text{sig} < 0.005$  ( $0.000 < 0.005$ ), so  $H_0$  is rejected and  $H_a$  is accepted, meaning there is an effect of Service Quality on Customer Satisfaction at Alfamart Alang-alang Lebar.

### 3. Whether Promotion and Service Quality Together Have an Effect or Not

Based on the results of the simultaneous test (F-test) between variable  $X_1$  Promotion and  $X_2$  Service Quality on customer satisfaction, the results show an F-count value  $>$  F-table or ( $15.154 > 3.939$ ) and  $\text{sig} < 0.005$  ( $0.000 < 0.005$ ). Therefore, it is known that simultaneously, the Promotion and Service Quality variables have a simultaneous and significant effect on customer satisfaction at Alfamart Alang-alang Lebar.

### Conclusion

1. Promotion has a significant effect on customer satisfaction with a contribution of 41.0%. The hypothesis test obtained a t-count value  $>$  t-table or ( $5.497 > 1.660$ ).
2. Service quality has a significant effect on customer satisfaction with a contribution of 22.4%. The hypothesis test obtained a t-count value  $>$  t-table or ( $2.214 > 1.660$ ).
3. Promotion and service quality have a significant effect on customer satisfaction with a contribution of 57.6%, while the remaining 42.4% is influenced by other factors. The hypothesis test obtained an F-count value  $>$  F-table or ( $15.154 > 3.939$ ).

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