

Factors Influencing Customer Satisfaction through Purchase Decision at Ramayana Department Store

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Abstract:- This study is aims to analyze the factors of service quality, location, products on customer decisions and their implications for customer satisfaction on purchases at the Bogor Ramayana Department Store. . The results showed that there were a positive and significant effect of service quality, location and products on customer decisions and customer satisfaction, both partially and simultaneously, and customer decisions also had a significant direct effect on customer satisfaction. The conclusions in this study regarding the variables proved to have a positive and significant influence on the variable customer satisfaction, and customer decisions are very important in mediating the factors of service quality, location and product to the satisfaction of the customer of the Bogor Ramayana Department Store. Suggestions for companies are emphasizing the dimensions of empathy in service quality, location classification and conformity of product quality. It is also recommended to analyze other determinants that influence customer decisions and their implications for customer satisfaction in addition to the three factors described in this study.

Keywords:- Service Quality, Location, Product, Customer Decision, Customer Satisfaction.

I. INTRODUCTION

Retail business is experiencing rapid growth. It is indicated by the increasing number of traditional retail businesses which starts to develop themselves into new modern retailers. Many companies in Indonesia starts to manage businesses in the retail field, so that in managing business regarding modern retailing, systems and management are needed to be able to survive in retail competition. In the midst of the intense competition to face competitors in the retail world, Ramayana can still survive and implement its business strategies. One of the methods to fulfill customer satisfaction is the company must pay attention to the quality of service, place and product so that customer purchase decisions will lead to satisfaction.

The phenomena which had happened in the company was decrease in sales at Ramayana Bogor during 2015-2017. The decrease of turnover caused minus sales every year.

The sales turnover in 2015-2018 can be seen in the following Table 1.

NO	DIVISON	JAN-DES			JAN OCT
		2015	2016	2017	2018
1	Men's shoes and sandals	10.728,1	10.035,4	9.470,5	7.174
2	Men's clothing	4.485,3	4.497,5	4.460,5	3.652
3	Women's shoes and sandals	2.714,8	2.873,6	2.885,9	2.127
4	Teenager boys' clothing	4.013,8	4.136,8	3.769,5	2.851
5	Bags and travel accessories	3.394,2	3.044,3	2.272,2	1.582
6	Women's basic necessities	706,2	710,2	577,9	446
7	Men's accessories	529,2	563,7	504,1	402
8	Men's casual clothing	1.237,5	1.090,5	929,8	654
9	Cosmetics and accessories	273,1	332,5	392,2	225
10	Women's fashion/career	245,9	308,2	309,8	288
11	Little boys' clothing	504,8	192,9	152,6	9
12	Baby's clothing and necessities	230,3	229,9	149,4	87
13	Special women's fashion collection	99,6	58,3	9,9	-
TOTAL		29.162,8	28.073,8	25.884,3	19.495

Table 1:- Sales Turnover from January- December 2015-2017 (*in Million)

Source:- Company Data 2015- October 2018

Table 1. shows that the turnover reached 29.162 million rupiahs in 2015, 28,073 million rupiahs in 2016, and 25,884 million rupiahs in 2017. It showed that the turnover decreased every year. Since the data was taken in November 2018, the update of the turnover data was only in the period of January to October, and the turnover clearly decreased by 19.459 million rupiahs.

Besides obtaining the data of decreasing turnover since 2015 until 2017 and the sales data from January to October 2018, pre survey was done by Google Forms which covered 62 respondents. The questionnaire result of customer convenience in finding products or goods which were offered to the community can be seen in Table 2.

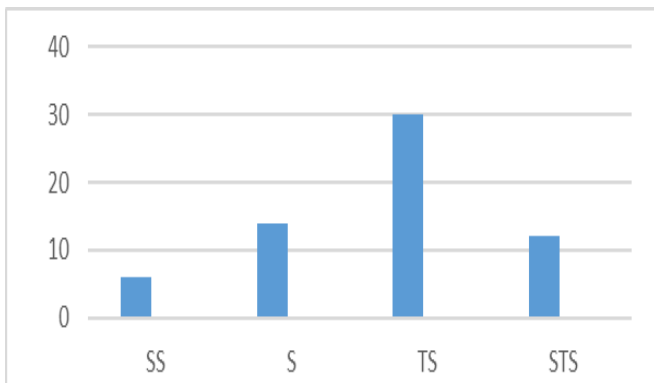


Fig 1:- Convenience to find products
Source: Pre-survey processed data

From Fig 1, there were 30 respondents who did not agree with the convenience to find products. The rest of 14 respondents agreed, 12 respondents strongly disagreed, and 6 respondents were strongly agreed in the convenience of finding the products.

The durability of the products given by Ramayana to the customers can be seen in the following Fig 2.

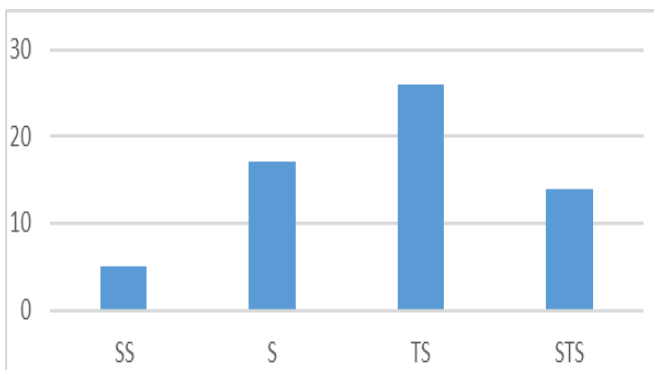


Fig 2:- Durability of the Products
Source: Pre-survey processed data

Fig 2 showed that 26 respondents did not agree with the statement that the product provided was durable. Then, 17 respondents agreed that the products were durable. The remaining 14 people and 5 consecutive people strongly disagreed and strongly agreed to the statement of product's durability statement.

Products offered to customers when visiting Ramayana are presented in Fig 3.

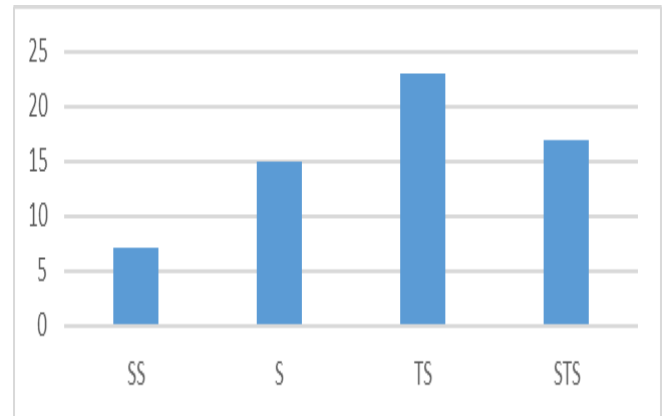


Fig 3:- Variety of the Product
Source: Pre-survey processed data

Fig 3 showed variety of products offered to the customers and 23 respondents did not agree that the products offered were various. Then in the table also seen that 17 people strongly disagreed, 15 people agreed, and 7 others stated strongly agreed with the statement.

The location range of Ramayana is shown in Fig 4

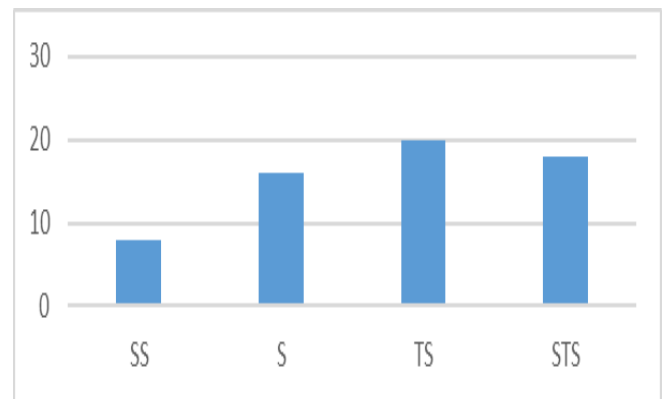


Fig 4:- Location Range of the Store
Source: Pre-survey processed data

Fig 4 showed that 20 respondents stated that the store was not easily reached, then 16 respondents agreed that the store was easy to reach. The remaining 18 respondents strongly disagreed that shops were difficult to reach, and 8 other people strongly agreed that the shop was easily reached.

The cleanliness of Ramayana is presented in Fig 5.

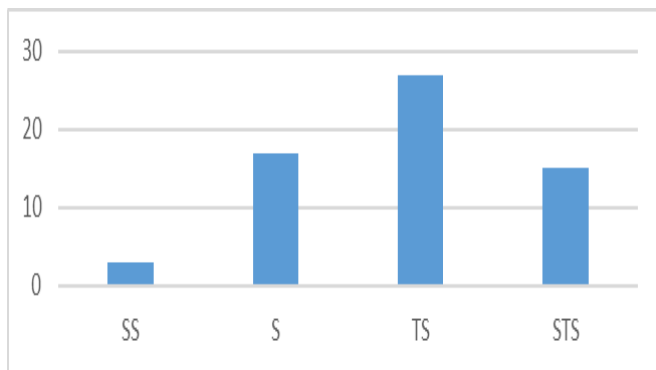


Fig 5:- Cleanliness of the Location
Source: Pre-survey processed data

In Fig 5, 27 respondents disagreed with the cleanliness of the shop. Then, 17 people agreed with a clean shop, 15 people stated strongly disagree that shop cleanliness was maintained, and 3 other people strongly agreed that the cleanliness of the store could be seen well.

Shop service which was given to the customers can be seen in Fig 6.

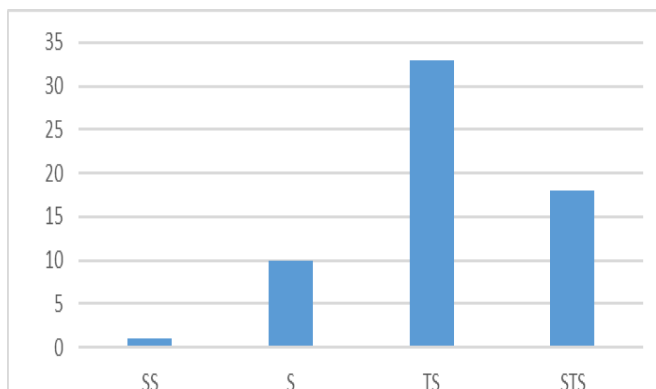


Fig 6:- Shop Service
Source: Pre-survey processed data

The store service shown in Fig 6 indicated that 33 respondents did not agree with the shop service provided with the shop. For 18 people strongly disagreed, 10 people agreed, and only 1 person strongly agreed with the shop's good service.

II. LITERATURE REVIEW

There is a significant relationship between quality, price, promotion and risk to customer satisfaction. The measurement model is also used to determine the relationship between the independent and dependent variables on the shift in retail companies (Zain, Saidu, 2015). The findings also showed that service quality and brand loyalty have a positive relationship. Service quality is an important factor in influencing and encouraging customers (Salim, 2011). High service quality leads to perceived superior value, customer satisfaction, and favorable perceptions of the company's image. This study

of hospitality contributes to the conceptual model that considers service quality and perceived value as an antecedent for customer satisfaction, corporate image, and behavioral intention towards service companies (Hu, Juwaheer, 2009). In addition, the study of banking in India found that place, people, physical evidence, and process have positive and significant effect to retail's (Kushwaha, Agrawal, 2014). It was also found that studies on Product Quality that affects customer satisfaction in assessing company performance. Customer satisfaction with selected food company products and company performance (Suchánek, Richter, Kralova, 2015). The research of Bawa, Alma, Riswan (2015) found a relationship between the marketing mix and customer satisfaction in the laptop industry. The correlation results revealed that products, prices, places, and promotions have a relationship with satisfaction. As for research by Omar, Ariffin, Ahmad (2015) stated that all Arab restaurant service quality attributes (reliability, responsiveness, assurance and empathy) have a positive relationship with customer satisfaction. Then, in washing machine products, customer satisfaction can be measured, and the findings showed that each type, color, drainage mode, capacity, frequency conversion, display and loading types in washing machine products have a statistically significant impact on satisfaction (Wang, Lu, Tan, 2018). Regarding the location of a store, the selection of the location of a retail store also affects customer satisfaction. In this case, it is about strategic decisions, both in terms of customer satisfaction and company profitability to change market conditions and intense competition (Erbiyik, Selami, Kazim 2012).

III. RESEARCH METHOD

The design of this research used descriptive research. Qualitative research with descriptive design would explain and summarize various conditions or variables in the community which became the research object based on factual event. In this descriptive research, descriptive survey was carried out which enabled the research to cover huge population. Because of the huge population, it is possible for a research to use sample to ease the research (Bungin, 2006:36).

A. Research population and sample

Based on the data obtained, the total number of visitors who make transactions from January to October reached the total population of 160,531 visitors.

To determine a sample of a predetermined population, a measurement could be made to obtain an amount of n. To determine the number of samples, Slovin formula was used with the number of samples as follows:

$$n = \frac{160.531}{1+160.531 \times (0,1)^2} = 99,93$$

Based on the calculation, the number of minimum samples was 99,93 which was rounded to be 100 respondents.

B. Data Collective Method

➤ *Correlation Matrix Between Dimension*

The correlation between dimension was carried out to analyze dimension to know all the dimension correlation

between independent and dependent variables. Two variables could be considered as mutually correlated if changes in one variable was followed by the changes in other variable, either in the same direction or vice versa. The correlation matrix table can be seen in Table 2.

Variable	Dimension	Purchase Decision (Y)				Consumer Satisfaction (Z)			
		Y.1	Y.2	Y.3	Y.4	Z.1	Z.2	Z.3	Z.4
Service Quality (X1)	X1.1	X1.1.Y.1	X1.1.Y.2	X1.1.Y.3	X1.1.Y.4	X1.1.Z.1	X1.1.Z.2	X1.1.Z.3	X1.1.Z.4
	X1.2	X1.2.Y.1	X1.2.Y.2	X1.2.Y.3	X1.2.Y.4	X1.2.Z.1	X1.2.Z.2	X1.2.Z.3	X1.2.Z.4
	X1.3	X1.3.Y.1	X1.3.Y.2	X1.3.Y.3	X1.3.Y.4	X1.3.Z.1	X1.3.Z.2	X1.3.Z.3	X1.3.Z.4
	X1.4	X1.4.Y.1	X1.4.Y.2	X1.4.Y.3	X1.4.Y.4	X1.4.Z.1	X1.4.Z.2	X1.4.Z.3	X1.4.Z.4
Place(X2)	X2.1	X2.1.Y.1	X2.1.Y.2	X2.1.Y.3	X2.1.Y.4	X2.1.Z.1	X2.1.Z.2	X2.1.Z.3	X2.1.Z.4
	X2.2	X2.2.Y.1	X2.2.Y.2	X2.2.Y.3	X2.2.Y.4	X2.2.Z.1	X2.2.Z.2	X2.2.Z.3	X2.2.Z.4
	X2.3	X2.3.Y.1	X2.3.Y.2	X2.3.Y.3	X2.3.Y.4	X2.3.Z.1	X2.3.Z.2	X2.3.Z.3	X2.3.Z.4
	X2.4	X2.4.Y.1	X2.4.Y.2	X2.4.Y.3	X2.4.Y.4	X2.4.Z.1	X2.4.Z.2	X2.4.Z.3	X2.4.Z.4
Product Quality (X3)	X3.1	X3.1.Y.1	X3.1.Y.2	X3.1.Y.3	X3.1.Y.4	X3.1.Z.1	X3.1.Z.2	X3.1.Z.3	X3.1.Z.4
	X3.2	X3.2.Y.1	X3.2.Y.2	X3.2.Y.3	X3.2.Y.4	X3.2.Z.1	X3.2.Z.2	X3.2.Z.3	X3.2.Z.4
	X3.3	X3.3.Y.1	X3.3.Y.2	X3.3.Y.3	X3.3.Y.4	X3.3.Z.1	X3.3.Z.2	X3.3.Z.3	X3.3.Z.4
	X3.4	X3.4.Y.1	X3.4.Y.2	X3.4.Y.3	X3.4.Y.4	X3.4.Z.1	X3.4.Z.2	X3.4.Z.3	X3.4.Z.4
Purchase Decision (Y)	Y.1					Y.1.Z.1	Y.1.Z.2	Y.1.Z.3	Y.1.Z.4
	Y.2					Y.2.Z.1	Y.2.Z.2	Y.2.Z.3	Y.2.Z.4
	Y.3					Y.3.Z.1	Y.3.Z.2	Y.3.Z.3	Y.3.Z.4
	Y.4					Y.4.Z.1	Y.4.Z.2	Y.4.Z.3	Y.4.Z.4

Table 2:- Correlational Matrix between Correlations
Source:- Processed Data (2018)

C. Data Quality Method

➤ *Validity Test*

Validity test compares the value of each question item with total value. If the total value of the question item coefficients of each variable has a significance value, then the question is invalid. Significance values must be greater than 0.3 or can also be done by comparing the r count (correlative value/moment product value) with r table.

➤ *Reliability Test*

Instrument reliability test is intended to find out whether the instrument used has good reliability or not. Reliability is the term used to indicate the extent to which measurements are relatively consistent if the measurements are repeated twice or more. Instruments are considered to have reliability if the instrument is reliable enough to be used as a data collection tool (Arikunto, 2006: 126).

➤ *Normality Test*

The normality test aims to find out whether in a regression model, the dependent variable, the independent variable or both have a nominal distribution or not.

➤ *Path Analysis*

This model is a combination of multiple linear regression models with mediation models, where the variable X directly affects the variable Y and indirectly affects the variable Y through the intermediary variable Y (Sarwono, 2007: 7).

D. Hypothesis Test

➤ *Coefficient of Determination (R²)*

According to Ghazali (2005:83) coefficient of determination (R²) is basically measuring how far the ability of the model to explain dependent variables.

➤ *Simultaneous Significance Test (F-Test)*

The F test basically shows whether all the independent variables included in the model have the same joint effect on the dependent variable (Gazali, 2005: 84).

➤ *Partial or Individual Test (t-Test)*

According to Gozali (2005: 84), the statistical test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable.

IV. DISCUSSION AND RESULTS

A. General description of respondents

➤ *Character of the respondents by age*

By age, the respondents were dominated by age of 21-30 for 44 people or 44% of the total respondents, and the smallest number of respondents were at the age of > 40 years for 5 people or by 5% of the total respondents. It showed that customers who shopped here were dominated by young people who certainly had a level of decision and satisfaction which was easily changed, because the active age buyers would prefer to compare products purchased from the various products offered by Ramayana

➤ *Character of the respondents by gender*

As many as 51% of respondents were women and the remaining 49% were men. It indicated that in accordance with its function, daily fulfillment in shopping activities was in majority carried out by women. However, even so the number of male respondents in this study was also quite a lot. With such composition, it was expected that the difference in the number of respondents based on gender would be able to provide a better variety of answers.

➤ *Character of the respondents by profession*

The majority of visitors who shopped here were private employees, for 49%. It showed that almost half of the respondents were private employees while the rest were entrepreneurs, students, civil servants and housewives. The majority of visitors were employees who were working, owned their own income and worked in a private company.

➤ *Character of the respondents by intensity of purchase*

Based on the intensity of purchase, 36 people out of 100 respondents made purchases every 2-3 month. This was a fairly small number for the shopping process because it was also known that in 1-3 weeks only 5 respondents who shopped. The intensity of this purchase was because the needs purchased were clothing needs with a long product durability, so that the rotation of product purchased was not similar to food needs with the intensity of fast purchases.

B. Validity Test

The result of validity test can be seen in the following Table 3.

NO	X1	Result	X2	Result	X3	Result	Y	Result	Z	Result
1	.481	Valid	.641	Valid	.528	Valid	.545	Valid	.443	Valid
2	.394	Valid	.605	Valid	.510	Valid	.470	Valid	.478	Valid
3	.511	Valid	.676	Valid	.501	Valid	.504	Valid	.487	Valid
4	.505	Valid	.679	Valid	.464	Valid	.618	Valid	.345	Valid
5	.565	Valid	.676	Valid	.619	Valid	.472	Valid	.434	Valid
6	.501	Valid	.579	Valid	.625	Valid	.607	Valid	.477	Valid
7	.656	Valid	.643	Valid	.574	Valid	.530	Valid	.440	Valid
8	.581	Valid	.663	Valid	.500	Valid	.522	Valid	.402	Valid
9	.507	Valid	.688	Valid	.477	Valid	.609	Valid	.414	Valid
10	.594	Valid	.604	Valid	.629	Valid	.588	Valid	.383	Valid
11	.592	Valid	.683	Valid	.537	Valid	.589	Valid	.437	Valid
12	.647	Valid	.767	Valid	.543	Valid	.565	Valid	.398	Valid
13	.567	Valid	.660	Valid	.536	Valid	.577	Valid	.427	Valid
14	.537	Valid	.731	Valid	.443	Valid	.492	Valid	.352	Valid
15	.512	Valid	.643	Valid	.364	Valid	.544	Valid	.487	Valid
16	.372	Valid	.629	Valid	.617	Valid	.640	Valid	.378	Valid

Table 3:- The Results of Validity Test
Source:- Analyzed Data based on SPSS 21.0

The result of validity test from Table 3 showed that variables of Service Quality (X₁), Location (X₂), Product Quality (X₃), Purchase Decision (Y) and Customer

Satisfaction (Z) has the value of r count > r table = 0,196. thus, each variable was considered valid and the data could be used for future research.

C. Reliability Test

Reliability test can be seen in Table 4 as follows:

Variable	Cronbach's Alpha Value	Remarks
Service Quality	0.738	Reliable
Place	0.759	Reliable
Product Quality	0.737	Reliable
Purchase Decision	0.743	Reliable
Consumer Satisfaction	0.705	Reliable

Table 4:- The Results of Reliability Test on Variable Indicator
Source:- Analyzed Data based on SPSS 21.0

Based on the result in Table 4, the Cronbach's Alpha value for each variable was >0,60 so that it could be stated that each measurement concept for each variables of questionnaire was reliable and could be trusted.

D. Normality Test

Normality test is shown in Fig 7 as follows:

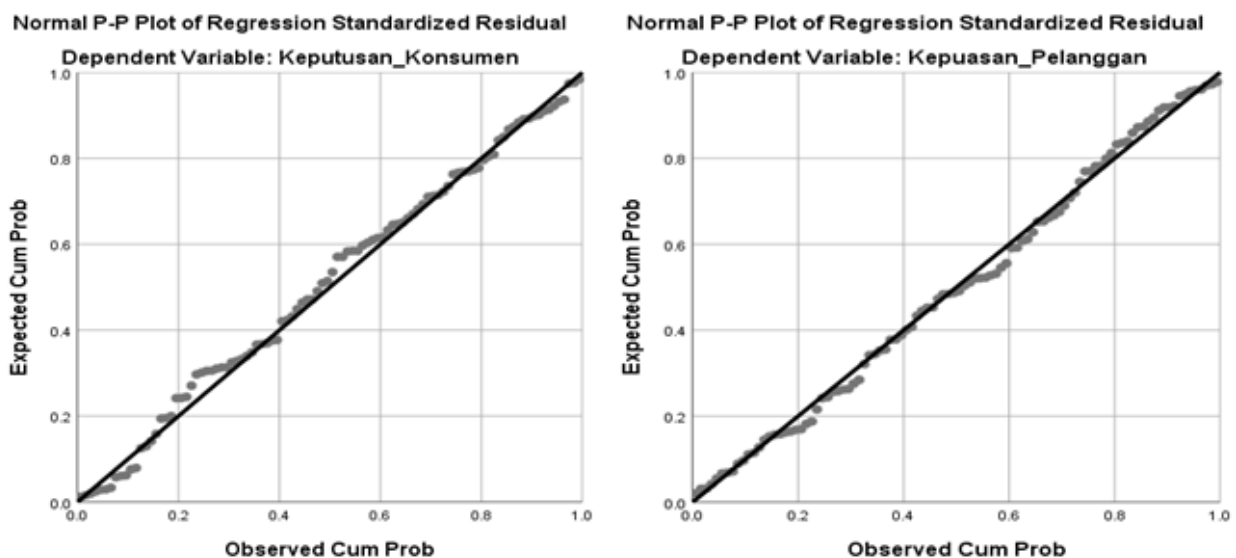


Fig 7:- Result of Normality Test

Figure 7 showed that the distribution of data in the normal P-Plot graph was located around the diagonal line. Then, it could be concluded that the tested data had normal data distribution.

E. Result of Hypothesis Test and Path Analysis

➤ **Result of Test and Analysis of Path Structure Model 1**

The result of test and analysis of Path Structure Model 1 is shown in Table 5:

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error			
Constant	0,295	0,234		1,264	0,209
Service Quality	0,318	0,075	0,324	4,228	0,000
Place	0,206	0,055	0,275	3,775	0,000
Product Quality	0,398	0,079	0,380	5,046	0,000
F				54,772	0,000
R ²			0,631		

Table 5:- The Result of Independent Significant Test (t-test); Purchase Decision (Y)

Based on Table 5 above, the results of the regression coefficient can be interpreted as follows:

$$Y = 0.324 X_1 + 0.275 X_2 + 0.380 X_3$$

It was shown that the variable quality of service, location and quality of each product had a positive effect on purchasing decisions. Then as for service quality, location and product quality simultaneously had a positive effect on purchasing decisions.

The highest coefficient results were in the product quality coefficient (β_3) that was equal to 0.380, then followed by the path coefficient in service quality (β_1) of 0.324 and the smallest path coefficient value was in location (β_2) with a value of 0.275.

From the simultaneous significance test (f test) above, the F-count value was 54,772, which indicated that the

Service Quality variable (X_1), Place (X_2) and Product Quality (X_3) altogether had a significant effect on the Purchase Decision variable (Y). Thus, this study which stated that “Service Quality (X_1), Location (X_2), and Product Quality (X_3) simultaneously influenced the Purchase Decision (Y)” is accepted.

The R Square value was 0.631. It showed that 63.10% of Customer Decisions (Y) was influenced by Service Quality variables (X_1), Location (X_2), and Product Variables (X_3), while the rest (100% - 63.10%) was 36.90% Customer Decisions (Y) was influenced by other factors outside of this study. Result of Test and Analysis of Path Structure Model 2

The result of test and analysis of Path Structure Model 1 is shown in Table 6:

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error			
Constant	1,316	0,113		11,612	0,000
Service Quality	0,193	0,039	0,303	4,906	0,000
Place	0,096	0,028	0,197	3,417	0,001
Product Quality	0,165	0,043	0,242	3,871	0,000
Purchase Decision	0,220	0,049	0,338	4,482	0,000
F				95,627	0,000
R ²			0,801		

Table 6:- The Results of Independent Significant Test (t-test): Consumer Satisfaction (Z)
Source:- Analyzed Data based on SPSS 21.0

In table 6 above, the results of the individual significance test (t-test) was obtained with the following equation:

$$Z = 0,303 X_1 + 0,197 X_2 + 0,242 X_3 + 0,338Y$$

It could be seen that the variables of service quality, location, product quality and purchasing decisions each had a positive effect on customer satisfaction. Then as for service quality, location, product quality and purchasing decisions simultaneously had a positive effect on customer satisfaction.

It was shown that the highest path coefficient was in the purchasing decision (β_4) with a value of 0.338, then followed by service quality (β_1) with a value of 0.303, for product quality coefficient (β_3) value was 0.242, and the lowest coefficient value was in place (β_2) with a value of 0.197.

On the results of the simultaneous significance test (f test) showed the F-count value of 95,627 and the Sig. = 0.000, which showed the variable Service Quality (X_1), Location (X_2), Product Quality (X_3), and Purchase Decision (Y) altogether had a significant effect on the Customer Satisfaction variable (Z).

The value of R Square obtained at 0.801. This showed that 80.1% of Customer Satisfaction (Z) was influenced by the variables of Service Quality (X_1), Place (X_2), Product Quality (X_3), and Purchase Decision variable (Y) while the remaining 19.9% Customer Satisfaction (Z) was influenced by other factors outside of this study.

F. Inter-Dimensional Correlation Analysis

The results analysis of the correlation in each dimension can be seen in table 7 below:

		Correlations							
Variable	Dimension	Purchase Decision (Y)				Consumer Satisfaction(Z)			
		Y.1 Product Selection	Y.2 Brand Selection	Y.3 Amount of Purchase	Y.4 Variant Selection	Z.1 Consumer Compliance	Z.2 Consumer Rating	Z.3 Perceived Performance	Z.4 Consumer Experience
Service Quality (X1)	X1.1 Goods	.387**	.387**	.387**	.387**	.387**	.387**	.387**	.387**
	X1.2 Empathy	.500**	.449**	.488**	.465**	.354**	.382**	.508**	.440**
	X1.3 Responsiveness	.464**	.353**	.445**	.396**	.355**	.423**	.444**	.444**
	X1.4 Guarantee	.458**	.269**	.437**	.419**	.369**	.326**	.355**	.493**
Place (X2)	X2.1 Place	.444**	.333**	.350**	.365**	.460**	.282**	.346**	.269**
	X2.2 Market Coverage	.413**	.338**	.417**	.452**	.433**	.473**	.318**	.379**
	X2.3 Clustering	.448**	.365**	.507**	.368**	.345**	.393**	.463**	.256*
	X2.4 Transportation	.423**	.416**	.547**	.411**	.436**	.399**	.389**	.324**
Product Quality (X3)	X3.1 Durability	.419**	.405**	.382**	.355**	.435**	.391**	.276**	.376**
	X3.2 Suitability	.589**	.516**	.461**	.376**	.473**	.387**	.422**	.452**
	X3.3 Perceived Quality	.429**	.424**	.535**	.453**	.430**	.353**	.392**	.398**
	X3.4 Reliability	.418**	.423**	.440**	.389**	.314**	.253*	.456**	.393**
Purchase Decision (Y)	Y.1 Product Selection	-	-	-	-	.559**	.383**	.425**	.323**
	Y.2 Brand Selection	-	-	-	-	.437**	.407**	.459**	.400**
	Y.3 Purchase Amount	-	-	-	-	.539**	.440**	.497**	.352**
	Y.4 Variant Selection	-	-	-	-	.358**	.512**	.405**	.490**
N		100	100	100	100	100	100	100	100

Table 7:- The Result of Correlation between Dimensions

Source:- Analyzed Data based on SPSS 21.0

From table 7 above, the interpretation of the correlation matrix is as follows:

In the Service Quality variable (X1) on the Purchase Decision Variable (Y), it was known that the greatest correlation value was between the dimensions of X1.2 Empathy and the dimensions of Y.1 Product Selection which was equal to 0.500, and included into the category of moderate levels of relations.

For Location Variable (X2) on Purchase Decision Variable (Y), it was known that the biggest correlation value was between the dimensions of X2.3 Grouping with dimensions of Y.3 Amount of Purchase which was 0.507, and included into the category of the moderate level of the relationship.

The greatest correlation value between the dimensions in the Product Quality variable (X3) on the Purchase Decision variable (Y) was between the dimensions of X3.2 Conformity with the dimensions of Y.1 Product Selection which was 0.589, and included into the category of a strong level of relationship.

The biggest dimension in the Service Quality variable (X1) on the Purchasing Satisfaction variable (Z) was between the dimensions of X1.2 Empathy and the dimensions of Z.3 Performance Perception with a value of 0.508 and included into the category of moderate levels of relationship.

The greatest correlation value between dimensions in the Place variable (X2) on the Customer Satisfaction

variable (Z) was between dimensions X2.2 Market Coverage with dimensions of Z.2 Customer Assessment is 0.473 and included into the category of moderate level of relationship.

The biggest correlation was between the dimensions of Product Quality (X3) towards the Customer Satisfaction variable (Z) with dimensions of 0.473 and included into the category of the moderate level of relationship.

The greatest correlation value between dimensions in the Purchase Decision variable (Y) on the Customer Satisfaction variable (Z) was between dimensions Y.1 Product Selection with the dimensions of Z.1 Customer Conformity was 0.559 and included into the category of very moderate levels of relationship.

V. CONCLUSION

Based on the results of the discussion of data analysis through proof of the hypothesis of the problem, then conclusions can be drawn from the research as follows:

- Service quality, location and quality of each product individually had a significant effect on customer satisfaction. Retail companies which always provide products in accordance with the need of customers in terms of size, material, packaging will increase customer satisfaction. Then the company should pay attention to the place that fits the segment, close to the community and consider the appropriate product layout which will affect customer satisfaction. As for the matter of service quality from communication aspect,

the shop attendants' attention to the needs of customer will affect customer satisfaction.

- Service quality, location and product quality had a direct effect on customer satisfaction. It indicated that the more variety of products offered, the more accessible the location and the better the service quality of shop attendants to customers will affect customer satisfaction. When a customer has decided to purchase a product and feels satisfied with the three variable measurements mentioned by the author, it is indicated that the customer will return to purchase items in the same place.
- Quality of service, location, product quality and customer decisions directly affect customer satisfaction. If the customer's decision in the buying process is correct, it will affect customer satisfaction. The decisions taken are based on size, product quality, product material and product color.
- Service quality, location, product quality and customer decisions altogether have a significant effect on customer satisfaction.

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