

Increasing Sales Turnover by Implementing Service Quality and Customer Satisfaction

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ABSTRACT

In the company must strive to develop its business both in small and national businesses trying to survive and to develop in the future in the midst of the difficulty of the global economy, including government-owned companies, let alone the difficulty of competition between entrepreneurs in Indonesia. This study aims to determine the application of service quality and customer satisfaction in an effort to increase sales in Supermarkets. The object of this research was conducted at Sardo Supermarket Malang City with the method used was Qualitative Descriptive Method. The results of this study indicate that the quality of service and customer satisfaction at Sardo Supermarket shows that the quality of employees in serving customers is very good and customers feel very satisfied shopping at Sardo Supermarket. Although turnover every year experiences ups and downs Sardo Supermarket will not reduce the sense of service quality so that customers feel very satisfied to shop.

INTRODUCTION

In the company must strive to develop its business both in small and national businesses trying to survive and to develop in the future in the midst of the difficulty of the global economy, including government-owned companies, let alone the difficulty of competition between entrepreneurs in Indonesia.

Basically, companies engaged in any field must have the same goal, namely to get profit at a certain level, including companies engaged in services such as retail. This is due to the rampant competition of similar companies, as well as high demand. Therefore, every company is required to be more careful in determining actions that lead to the process of corporate goals more effectively and efficiently. In order to get maximum profit, the company must be processed professionally with good company management. Therefore, a measuring tool is needed to obtain information and one of them is in the field of accounting.

The retail business in Indonesia has developed very rapidly in the last few years with various forms and types. To make a successful business then the management must have a strategy - a special strategy in running it, especially the quality of service and customer satisfaction in order to increase sales in the service business (Bernadetta, 2019).

This will examine a retail company, namely the Sardo Malang supermarket, which is experiencing problems in terms of sales turnover, which decreases every year. For the necessary data collection is from 2019-2022, it will be a reference for the data to be examined. The sales turnover obtained in 2019 was IDR 143,772,325,818, in 2020 it was IDR 142,846,765,347, in 2021 it was IDR 54,216,007,637 and in 2022 it was IDR 182,319,029,069. The data source obtained from the Sardo Malang supermarket shows that sales turnover from 2019 - 2022 has fluctuated.

LITERATURE REVIEW

Definition of Service Quality

According to Rudi (2017) "Quality is the overall characteristics of products and services that include marketing, engineering, manufacturing and maintenance, where these products and services in use will meet customer needs and expectations".

Purpose of Service Quality

Service quality can be a means of strengthening the inner relationship between entrepreneurs and consumers (Novita, 2020). If expectations and desires are met, consumers will feel valued at the place of business. Consumers feel that the money spent is proportional to their wishes and expectations.

Definition of Sales

According to Satya (2016) Sales are complementary activities or supplements to purchases, to enable transactions to occur. So, buying and selling activities are a unity to be able to carry out the transfer of rights and transactions.

Definition of Sales Strategy

According to Syamsu (2020) "Sales strategy is a company plan regarding the system of selling products and services to increase profits. A well-conceived sales strategy can help companies achieve amazing sales growth. Sales strategy is a guide on how to deliver products to consumers, known as "go-to-market", efficiently and effectively (Farah, Lamsah, dan Hairul, 2019).

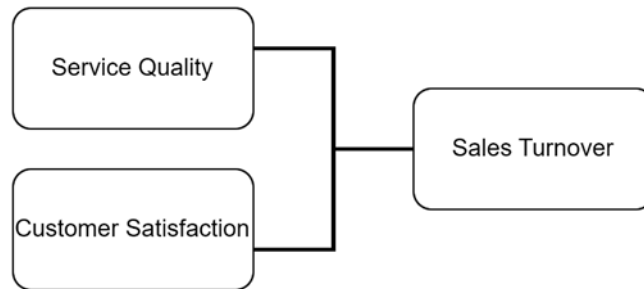


Figure 1. Conceptual Framework; Source: Rosyafah, Fauziah (2023)

METHODOLOGY

In this study using Descriptive Qualitative research, this study also uses a case study approach, researchers examined the analysis of service quality and customer satisfaction in an effort to increase sales in Sardo Malang supermarkets, by using descriptive qualitative research, researchers are younger to explain the data obtained from Sardo Malang supermarkets.

RESEARCH RESULT

Analysis of Service quality and Customer satisfaction in increasing sales provided by Sardo Supermarket Malang

In this era of globalization, business competition is inevitable. Marketers who will sell their products, in the form of goods and services, must be able to fulfill what their consumers need and want, so that they can provide better value than their competitors. Marketers must try to influence consumers in every way so that consumers are willing to buy the products they offer, even those who originally did not want to, to want to buy. Because in principle consumers who refuse today do not necessarily refuse the next day, as a result there is competition in offering quality products at prices that can compete in the market.

The number of supermarkets in various places that have sprung up so that competition in trade is very large and tight. As found in Sardo Malang supermarket, it has the advantage of being one of everyone's favorite shopping places because consumers are free to choose various types of goods needed, have a neat, clean, safe, complete and comfortable layout.

At Sardo Malang Supermarket, it is also inseparable from having weaknesses, including the quality of service to consumers and errors in the display label with the price list listed on the shelf different from the price on the computer machine, but at Sardo Malang Supermarket has a satisfactory service quality such as in service to consumers employees at Sardo Malang

Supermarket have a lack of friendliness and lack of responsiveness in serving consumers but not all employees and can still be corrected for service errors to consumers. With the existence of services that are not damaging to customers can make consumers do not want to come again and the loss of trust in the supermarket.

Service Quality

Table 1. Customer answers regarding Service Quality at Sardo Malang Supermarket

No	Customer Statement	VS	S	LS
1.	The services provided are in accordance with the needs and desires of customers	18 people	5 people	2 people
2.	Sardo Malang supermarket provides the same service to each customer	15 people	7 people	3 people
3.	Sardo Malang Supermarket has employees who are able to provide fast service to customers	19 people	5 people	1 people
4.	Employees at Sardo Malang Supermarket have a good attitude when dealing with customers	15 people	10 people	-
5.	Employees at Sardo Malang Supermarket have the ability to communicate with customers	10 people	10 people	5 people
6.	Sardo Malang Supermarket has employees who always show a friendly attitude to customers	18 people	7 people	-

Source: Processed by researchers (2023)

Notes:

VS: Very Satisfactory

S: Satisfactory

LS: Less Satisfactory

Based on table 4.1, it can be said that the Sardo Malang Supermarket Customer Answers that have been processed by researchers by taking 25 customers to fill out questionnaires to help researchers to process data properly. At Sardo Malang Supermarket, customers get the friendliness of Sardo Malang Supermarket employees in serving according to your expectations, most of the respondents gave very satisfying answers, namely 18 people or 18%, Satisfied as many as 5 people or 5%, and the answer was less satisfying for 2 people or 2% Thus it can be said that the services provided are in accordance with the needs and desires of customers.

Customer responses regarding Sardo Malang Supermarket provide the same service to each customer, most of the respondents gave Very Satisfying answers, namely 15 people or 15%, Satisfied as many as 7 people or 7%, and Less Agree by 3 people or 3%. Customer responses regarding self-service have employees who are able to provide fast service to customers, most of the respondents gave very satisfying answers, namely 19 people or 19%, Satisfied as many as 5 people or 5% and Less Satisfied by 1 person or 1%. Thus, it can be said that Self-service has employees who are able to provide fast service to customers.

Customer responses regarding employees at Sardo Malang supermarkets have the ability to communicate with customers, most of the respondents gave very satisfying answers, namely 10 people or 10%, 10 people or 10%, and less satisfying 5 people or 5%. Customer responses regarding Sardo Malang supermarkets have employees who always show a friendly attitude to customers, most of the customers gave very satisfying answers, namely as many as 18 people or 18%, and answered satisfactorily as many as 7 people or 7%.

Customer Satisfaction

Based on data obtained from 25 employees to fill out a questionnaire that has been determined, a description of the data regarding customer satisfaction is obtained as follows:

Table 2. Customer Answers Regarding Customer Satisfaction at Sardo Malang Supermarket

o	Customer Statement	S	V	S	I
.	Customers get friendliness from Sardo Malang Supermarket employees in serving according to your expectations	20 people	25 people	-	-
.	Sardo Malang Supermarket has provided services that are in accordance with the ideal service expected by its customers	10 people	13 people	1 people	2 people
.	Overall Sardo Supermarket Malang has been able to provide satisfaction for its customers	10 people	15 people	1 people	-
.	You get supporting technology to make transactions easier for Sardo Malang Supermarket	10 people	10 people	1 people	5 people
.	Employees and staff of Sardo Malang Supermarket understand the wants and needs of customers	8 people	12 people	1 people	5 people

.	Employees and staff of Sardo Supermarket Malang are able to communicate well	10 people	15 people	1 -
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Source: Processed by researchers (2023)

Notes:

VS: Very Satisfactory

S: Satisfactory

LS: Less Satisfactory

Based on table 4.2, it can be said that the customer's response regarding the services provided by Sardo Malang Supermarket employees in accordance with the needs and desires of customers, most of the respondents gave Very Satisfying answers as many as 15 people or 15%, and Satisfying as many as 5 people or 5%. Thus, it can be concluded that the services provided to customers are in accordance with the needs and desires of customers. with the needs and desires of customers.

Customer Responses regarding Sardo Malang Supermarket provides the same service to each customer, most of the respondents gave very Satisfying answers, namely as many as 10 people or 10%, Satisfying as many as 13 people or 13%, Less Satisfying as many as 2 people or 2%.

Customer responses regarding Sardo Malang Supermarkets have employees who are able to provide fast service to customers, most customers give answers Very Satisfying, namely 10 people or 10%, and Satisfying as many as 15 people or 15% Thus it can be said that Sardo Malang Supermarkets have employees who are able to provide fast service to customers.

Customer responses who get supporting technology and convenience from employees to transact at Sardo Malang supermarkets, most customers give very satisfying answers, namely as many as 10 people or 10%, Satisfying as many as 10 people or 10%, Disagreeing by 5 people. by 10%, Disagree by 5 people or 5%. With Thus it can be said that employees at Sardo Malang Supermarket have a good attitude and help customers.

Customer responses regarding Sardo Malang Supermarket has employees who can understand the special needs of customers, most of the customers gave very satisfying answers, namely 8 people or 8%, 12 people or 12%, and 5 people or 5% were less satisfying. Thus, it can be said that Sardo Malang supermarket has employees who can understand customer needs.

Annual Sales Turnover Data at Sardo Malang Supermarket

The following is Sardo Malang Supermarket self-service sales turnover data, namely:

Table 3 List of Sales Turnover of Sardo Malang Supermarket (in IDR)

Year	Visitor per Year	Target per Year	Turnover per Year
2019	35.494	130.000.000.000	143.772.325.818
2020	18.824	135.000.000.000	142.846.765.347
2021	11.217	138.000.000.000	54.216.007.637
2022	32.662	140.000.000.000	182.319.029.069

Source: Data Processing and Information section of Sardo Malang Supermarket

In 2019-2021 there was a significant change in turnover which decreased every year, the decline in sales turnover at the Sardo Malang supermarket was caused by several factors with the pandemic period which made it difficult for customers to shop. The existence of a pandemic period results in restrictions on the operating hours of Sardo Malang supermarkets for opening and closing, the enactment of restrictions on customers to shop, the enactment of lock down Sardo Malang supermarket operations which can affect the decline in sales turnover from the year 2019-2022.

Online Sales Turnover Data

Table 4. List of Sales Results Via Online Sardo Malang Supermarket (in IDR)

Merchant	Online Sales Results in 2021
<i>GrabMart</i>	3.969.426.145
<i>Tokopedia</i>	1.571.347.850
<i>WhatsApp</i>	3.624.585.833

Source: Data Processing and Information section of Sardo Malang Supermarket

In the table 4.4 above there are sales results at Sardo Malang Supermarket via online formed in 2021, consisting of GrabMart IDR 3,969,426,145, Tokopedia IDR 1,571,347,850, WhatsApp IDR 3,624,585,833, from this online sales turnover can help income and increase sales turnover at Sardo Malang Supermarket in 2021 until now shopping at Sardo Malang Supermarket can make it easier for everyone to shop for needs via online.

Sardo Malang Supermarket Operating Costs

Table 5. Realization of Operational Costs at Sardo Malang Supermarket in 2019-2022 (in IDR)

Operating Cost Elements	2019	2020	2021	2022
Supplier Bills	112.771.367.329	111.995.776.581	48.384.289.336	111.556.605.705
General Expenses	58.317.892	35.976.822	20.112.375	48.225.387
Vehicle Costs	38.904.000	44.991.051	18.314.170	20.324.785
Bank Credit Fees	34.775.303	31.397.567	20.100.000	22.583.748
Depreciation	164.137.499	185.848.208	70.800.000	75.897.453
Salary and Wages	384.000.000	396.600.000	403.200.000	412.800.000
Total Operating Expenses	113.412.598.023	112.690.590.229	48.916.815.881	112.136.437.078

Source: Data Processing and Information section of Sardo Malang Supermarket

Based on Table 4.5 above, it can be seen that the amount of operational costs realized in 2019 was IDR 113,412,598,023 in 2020 IDR 112,690,590,229 in 2021 IDR 48,916,815,881 in 2022 IDR 112,136,437,078. Sales of operating expenses from 2019-2021 experienced a decrease in customer satisfaction so that it could affect sales turnover from 2019-2021. With the application of service quality and customer satisfaction in 2021, it can increase sales at Sardo Malang supermarket.

The Remaining Profit of Sardo Malang Supermarket

The remaining results of operations are income or income obtained from books for 1 year after deducting costs and depreciation. Year after deducting costs and depreciation. The remaining results of operations at Sardo Malang supermarket have increased and decreased in one financial year. Remaining Results of Operations (Profit) is the most important part in any business, because with the SHU it can be seen how much profit is received for each year. The following is a table of profit and loss for Sardo Malang supermarkets in 2019-2022 as follows:

Table 6. Report on The Remaining Results of Operations (Profit) at Sardo Malang Supermarket Period 2019-2022 (in IDR)

Year	Sales Turnover	Total Operating Expenses	Profit
2019	143.772.325.818	113.412.598.023	30.359.727.795
2020	142.846.765.347	112.690.590.229	30.156.175.118
2021	54.216.007.637	48.916.815.881	5.299.191.756
2022	182.319.029.069	112.136.437.078	70.182.591.991

Source: Data Processed by Researchers Rosyafah, Fauziah (2023)

Table 4.6 above shows that during 2019 - 2022 the remaining profit earned by Sardo Malang Supermarket has increased and decreased. The drastic decrease in profit in 2021 was IDR 5,299,191,756 due to the increasing corona outbreak so that a number of restrictions on activities resulted in minimal self-service visitors coming to shop.

From the table above, it can be calculated through the formula:

$$\text{Profit} = \text{Sales Turnover} - \text{Total Cost Expenses}$$

Advantages and Disadvantages Faced in Implementing Service Quality and Customer Satisfaction in Increasing at Sardo Malang Supermarket:

a. Shopping Convenience

For matters of convenience, shopping at Sardo Malang Supermarket is indeed much more comfortable than shopping at traditional markets, Sardo Malang Supermarket has a wider area, is clean, neat, and equipped with air conditioning.

b. Security

In terms of security, Sardo Malang Supermarket has a much tighter level of security, almost all other supermarkets have placed security and CCTV cameras at several points to reduce the occurrence of crime.

c. Discounts

For matters of discounts, a number of supermarkets, of course at Sardo Malang Supermarket, often provide various offers such as tantalizing discounts (sales) to attract buyers.

Disadvantages of Sardo Malang Supermarket:

a. Fixed Price

Shopping at Sardo Malang Supermarket is not like shopping at a traditional market which allows buyers to bargain the price of goods until they reach an agreement with the trader.

b. Price of Goods

Goods sold at Sardo Malang Supermarket and traditional markets have a significant price difference. The price of an item at Swalayan can even be up to three times the price of the same item sold in traditional markets, especially for fresh products such as vegetables and kitchen spices such as shallots, garlic, ginger, galangal, pepper, red chili, cayenne pepper, and so on.

DISCUSSION

The results of the study can be seen that in the application of service quality and customer satisfaction in increasing sales reviewed from 2019 to 2022 in the aspect of sales from each year experiencing ups and downs due to an outbreak that makes sales turnover and service in customers less significant. In 2019 the sales turnover results showed a fairly stable amount of IDR 143,772,325,818, and for 2020 there was a decrease in turnover from the previous year to IDR 142,846,765,347, in 2021 there was a very drastic decrease in turnover due to several factors that made the turnover drop to IDR 54,216,007,637. at the end of 2022 experienced an increase in sales turnover of Rp. 182,319,029,069 accompanied by the normal pandemic period Sardo Malang Supermarket made an online shopping system through WhatsApp, Tokopedia and GrabMart so that it could increase sales turnover in 2022 to Rp. 27,484,382,897 for customers it became easier to shop online.

Research results can also be seen that the Sardo Malang supermarket also incurs costs for Employee Salaries and Wages and so on which will be deducted from turnover for each year and will make a net profit in the financial statements.

The results of research on service quality and satisfaction in increasing sales in Sardo Malang supermarkets are reviewed from the results of interviews with customers and employees of Sardo Supermarket Malang and get answers from filling out questionnaires by customers who take a sample of 25 people to make it easier for researchers to process data.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis conducted by the researcher, it can be concluded that the application of service quality and customer satisfaction has not been done optimally in 2019-2021 and in 2022 the application of service quality and customer satisfaction has been done optimally so that it can regain satisfactory sales turnover, this is illustrated by:

1. There are significant changes or fluctuations in the aspect of consumer visits in 2019 of 35,494 people, in 2020 of 18,824 people, in 2021 of 11,217 people, in 2022 of 32,662 people.
2. There was a significant change related to the amount of sales turnover, which decreased in 2019-2022.
3. There is a significant change in the aspect of customer visits in 2022 with the application of service quality and customer satisfaction so that it gets back a satisfactory turnover.

Therefore, the suggestions given are:

1. The company needs to provide quality service and customer satisfaction continuously in order to get the desired achievement, especially in terms of sales.
2. Conduct sales strategies such as online, social media promotions and discounts or buy 2 get 1. This is very influential because in the implementation of this strategy, consumers become interested and want to buy at any time of leisure.

3. The company needs to improve service quality by referring to customer satisfaction such as delivering goods on time according to the agreed time, providing discounts if with a certain number of purchases for consumers who shop.

ADVANCED RESEARCH

This research still has limitations, so further research needs to be done related to the topic “Increasing Sales Turnover by Implementing Service Quality and Customer Satisfaction” to perfect this research, as well as increase insight for readers.

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