

## Research Article

# The Effect of In-Store Logistics Performance, Store Image, Sales Promotion, and Service Quality on Customer Satisfaction

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## Abstract

The purpose of this study is to determine the effect of In-Store Logistics performance, Store Image, Sales Promotion, and Service Quality on Matahari Department Store Consumers. The population in this study is Matahari Department Store consumers in Mal Artha Gading. The sampling technique used is purposive sampling. The number of respondents in this study was 100 respondents. Data was collected by distributing questionnaires. The data analysis methods used are multiple regression analysis, t-test (partial), and F-test (simultaneous). The results of this study show that: (1) partially In-Store Logistics performance has a positive effect on customer satisfaction. (2) A partially stored image has a positive effect on consumer satisfaction. (3) partially sales promotion has a positive effect on customer satisfaction. (4) partial service quality has a positive effect on customer satisfaction. The value of adj  $R^2$  0.733 shows variations in the dependent variable. The managerial implications of the Influence of In-Store Logistics Performance, Store Image, Sales Promotion, and Service Quality on Customer Satisfaction at Matahari Department Store can include several key aspects, namely optimizing In-Store Logistics Performance by improving operational efficiency where management needs to ensure that in-store logistics operations run efficiently this can involve monitoring stock, in-store distribution.

Keywords: In-Store Logistics Performance, Store Images, Sales Promotion, Service Quality

JEL Classification: D12, L81, M31

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## 1. Introduction

Customer satisfaction is often observed in the marketing world. Efforts to enhance customer satisfaction are one of the strategic formulations to build customer loyalty through early-stage behavior impressions of their perception towards the brand and company, influencing consumer purchase intentions. In the endeavor to meet customer satisfaction, companies are required to be agile in understanding the shifts in customer needs and desires, which almost constantly change (Suwito, 2018). Currently, one of the main issues faced by the retail industry is the low level of customer satisfaction (Gaol et al., 2016). This is attributed to consumers being accustomed to online shopping or retailing (Suleman et al., 2020).

Richard L. Oliver, a marketing professor from the United States, introduced the Expectancy Disconfirmation Model (EDM) (Zhang, 2021). EDM focuses on the internal determinants of satisfaction for individuals, and the main idea of this model, initially developed in consumer behavior research, is that satisfaction or dissatisfaction is a function of reference (standards used for comparison) and perceived performance. Generally, consumers using retail services want to navigate the shopping experience as comfortably as possible, which can influence consumer satisfaction in supporting or not supporting the store. Despite many studies in the retail field, few researchers have explored in-store logistics performance and store image in the retail industry. In-Store Logistics Performance refers to convenience involving entering and exiting the store quickly, finding merchandise easily to identify and access products (Bouzaabia et al., 2013). Some stores focus on providing comfortable infrastructure (e.g., using signage, special recreational areas, or custom-designed shopping carts) or various services that facilitate the shopping process, such as information services, sales facilities, and supermarket technology.

Store image is what consumers think about a store, including perceptions and attitudes based on sensations related to the store received through the five senses. Store image is the personality of a store that describes what consumers see and feel about a particular store (Purwati, 2019). To enhance customer satisfaction, sales promotions must be able to elicit stronger and faster responses from buyers. Sales promotions can be used for short-term effects, such as highlighting product offers to grab attention and potentially direct buyers to those products. Sales promotions encompass a wide variety of tools designed to create faster or stronger market responses.

Customer satisfaction also depends on the quality of service offered by the company (Maria & Anshori, 2013). Good service quality in a company can provide satisfaction to consumers. If there are demands from consumers, they expect the company to operate successfully. The store needs to manage logistics well, create a positive store image, implement effective sales promotions, and provide quality service to consumers. All these aspects have an impact on customer satisfaction. Good logistics service quality can increase profit competitiveness because it can affect customer loyalty. The logistics system is good if, in fulfilling customer satisfaction, it can perform the company's performance at the right time and also at a price that can compete.

Meanwhile, service quality is something that must be favored in meeting customer needs. The quality of logistics services, in this case, is how service companies provide the best service in terms of logistics, for example, information about the time progress of the e-map mechanism. In addition, the accuracy of time in distribution or from these services. Customer satisfaction will arise by itself if the perceived service exceeds the desired expectations. Customers will feel satisfied with the performance provided by the company if it meets their expectations.

The existence of customer satisfaction or disappointment will make a service or product company continue to improve its quality services. This voice from customers will continue to be used as material for evaluating a company. The brand image of a company usually arises from user perceptions, and the perceptions of one user can influence other users. Brand image is expressed as the customer's impression and belief of the company or a brand. The assessment of a brand image that is said to be good is not only seen from the logistics system implemented by the goods delivery service company but also from its employees and couriers in terms of serving its service users. Customer loyalty is not judged by the number of consumers who buy it once but by the number of consumers who become regular buyers. Loyalty is a purchasing activity that occurs within a certain period no less than two times. Loyalty usually arises if the service user is satisfied with the service provided, both in terms of distribution and the brand image of the service company.

In this study, the customer satisfaction variable is expected to moderate between brand image on repurchase satisfaction and service quality on repurchase decisions. There is an influence between satisfaction and repurchase behavior. Likewise, research proves that the satisfaction variable affects repurchase decisions. Empirically, research on the effect of brand image and service quality on repurchase decisions produces mixed and inconsistent findings. Research proves that brand image

affects repurchase decisions. There is research that proves that brand image affects repurchase decisions.

## 2. Literature Review and Hypothesis

Consumers, as a whole, represent the attitudes displayed towards goods and services after acquiring and using them. According to Kotler (2009), satisfaction is the feeling of pleasure or disappointment that arises after comparing the performance (results) of a product perceived against the expected performance (results). Based on several definitions of consumer satisfaction, it can be concluded that consumer satisfaction is a feeling of pleasure or disappointment as a response after acquiring, comparing, and using a product in the form of goods or services. When they express pleasure, it indicates satisfaction with the consumed product; conversely, if consumers express dissatisfaction with the purchased product, it means they are not satisfied.

If consumers are satisfied with a product or brand, they will continue to buy and use it, as well as share their positive experiences with others. Conversely, if dissatisfied, they are likely to switch brands, file complaints with the company or retailer, and influence others not to purchase that brand. According to Yamit in Hanny & Azis (2018), to satisfy consumer needs, companies can follow four stages: understanding consumer needs and desires, understanding the consumer decision-making process, building the company's image, and creating awareness of the importance of customer satisfaction. There are four methods to measure customer satisfaction.

1) Complaint and Suggestion System: A company that provides ample opportunity for its customers to express opinions or even complaints is customer-oriented. Customer Satisfaction Survey: Companies need to conduct customer satisfaction surveys on the quality of their products or services. This survey can be done by distributing questionnaires to customers. Through this survey, the company can identify strengths and weaknesses in the product or service, allowing for improvements based on customer feedback. 2) Ghost Shopping: This method involves hiring company employees to act as customers in competing businesses. The goal is for these 'ghost shoppers' to assess the service quality of competing businesses and provide insights for the company to make corrections to its service quality. 3) Analysis of Lost Customers: This method involves the company contacting customers who have not visited or made a purchase for a long time because they have switched to a competitor. Tjiptono and Chandra (2011) differentiate three types of satisfaction and two types of dissatisfaction. 4) Demanding Customer Satisfaction: This type is active satisfaction. The relationship with the provider of goods and services is colored by positive emotions, especially optimism and trust.

5) Stable Customer Satisfaction: Customers of this type have demanding aspirations and behavior. Their positive emotions toward the service provider are characterized by steadiness and trust in the current relationship. 6) Resigned Customer Satisfaction: Customers of this type also feel satisfied, but their satisfaction is not due to the fulfillment of expectations. It is based on the impression that it is unrealistic to expect more. 7) Stable Customer Dissatisfaction: Customers of this type are dissatisfied with the performance of the service provider, but they do not take any action. Their relationship with the service provider is colored by negative emotions, assuming that their expectations will not be met in the future.

### In-Store Logistics Performance

Currently, in-store logistics performance is crucial for retail stores optimizing space in sales, not just displaying product samples at the front but also storing inventory in the store's warehouse. This will make the store more appealing to consumers, followed by good and accurate in-store logistics performance. If not done correctly, it can lead to excess or insufficient goods, impacting customer satisfaction. Performance is a concept that is difficult to define because of its multidimensional nature. According to Masudin, Fernanda, and Widayat (2018), performance can be described as a company's ability to satisfy its customers. From this perspective, logistics plays an important role for Companies and consumers in the era of globalization, where supply chains operate more than ever across the planet. Masudin et al. (2021) logistics performance contributes to organizational

performance by creating value for company stakeholders when the supply chain is reliable, efficient and environmentally friendly in delivering products to the final consumer.

### **Store Image**

Store image is the impression interpreted as a result of perceived completeness related to the store, mutually dependent on the consumer's impression based on exposure, both current and previous (Maharta et al., 2018). Store image is an overall picture that is more than just the sum of its parts, where each part interacts with each other in the consumer's mind. According to these researchers, store image refers to the way a store is perceived by its customers. We proposed a synthetic definition of store image. They define it as a set of inferred knowledge and feelings, i.e., a set of current perceptions or memory inputs attached to a phenomenon (store). According to Ndjambou (2018), store image refers to the impression (evaluation, feeling, attitude) developed by consumers towards a company. It is based not only on accumulated experience over time but also on direct or indirect information (advertising, direct marketing, word of mouth) received from the internal and external environment of the company. Some authors have tried to find a precise definition of store image, while others have tried to find the dimensions that make it up as time goes by.

### **Sales Promotion**

According to Hermawan (2012), sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and/or increase the quantity of goods purchased by customers. From the above definition, sales promotion is the company's effort to increase product sales using incentives and information to encourage quick purchases or increase the quantity of goods purchased. According to Kotler and Armstrong (2016), sales promotions are short-term incentives to encourage the purchase or sale of products or services. The basic difference between sales promotions with advertising and personal selling is that advertising and personal selling offer reasons to buy a particular product or service, while sales promotions offer reasons to buy now.

### **Service Quality**

Service quality is a comparison of the quality received by the customer, namely after the customer receives the service, with the expected quality, meaning that if the service received has a lower value than the expected service, then the customer's desire will decrease. Customer perceptions of quality service are formed because of differences between the service received and the service expected. The use of five dimensions of service quality to form a service quality assessment is based on a comparison between expected and perceived services (Fitzsimmons, 2014). Service quality is a measure of how well the level of service provided is able to meet customer expectations.

### **Consumer Satisfaction**

Consumers can experience one of three general levels of satisfaction, namely, if performance falls below expectations, customers will be disappointed, but if performance meets expectations, consumers will feel satisfied, very fast, enjoyable, or happy. Satisfaction is a type of behavioral assessment that occurs after the experience of consuming a service. Most research results show that approval or support is part of the results. Expectations are a determining factor in satisfaction. Tjiptono and Chandra (2016) estimate that the customer satisfaction index is satisfaction with purchases, meeting customer expectations, satisfaction with products and service satisfaction, complaints, and suggestions.

### **Hypothesis**

#### **Impact of In-Store Logistics Performance on Customer Satisfaction**

Logistics operations in retail stores play an important role in influencing customer experience and satisfaction (Najib, 2018). In the case of retail stores, customer convenience, and satisfaction include entering and exiting the store quickly and finding merchandise easily. Based on theory and supported by previous research. According to research by Bouzaabia et al. (2013) stated that in-store logistics performance has a positive effect on consumer satisfaction directly. In this study, the population used was supermarket consumers in Belgium. Furthermore, research conducted by Moussaoui et al. (2022) found that in-store logistics performance had a positive effect on consumer



satisfaction. The data collection instrument was carried out in the city of Nador, Morocco, using a sample of 201 consumers.

### **H1: In-store logistics performance positively influences customer satisfaction**

#### **Impact of Store Image on Customer Satisfaction**

When consumers feel satisfied that a shop has a high store image, they also assume that the goods sold in the store are of high quality, so the more positive the store image of a store, the higher the consumer's intention to buy (Prakoso, 2020). Supported by a positive store image, a retail store will be able to create satisfaction after consumers experience shopping at the store. Store image is an understanding of the store in the minds of customers according to the nature of the store so that customers can differentiate between one store and other stores. According to the research, store image has a positive impact on customer satisfaction at the RJ Junior electronic store in Trenggalek. The population in this study represented the number of transactions in one month, February, with a total of 7,000 transactions. Based on theory and supported by previous research, the hypothesis is formulated as follows:

### **H2: Store Image positively influences customer satisfaction.**

#### **Impact of Sales Promotion on Customer Satisfaction**

States that sales promotions are all forms of short-term offers or incentives intended for buyers, retailers, or wholesalers and designed to get customer response. Promotion is encouraging consumers to try new products, so that it can increase sales. It is also useful for promoting greater consumer awareness of prices and providing satisfaction to customers with these promotions. If a company's sales promotion is interesting and attracts buyers, then when their post-purchase expectations are met, consumers will feel satisfied. The results obtained were the influence of sales promotions on consumer satisfaction had a positive effect, with the population in this study being all consumers who shopped at Hypermarket Pakuwon Supermall Surabaya with a sample size of 50 consumers. The research results indicate that the impact of sales promotion on customer satisfaction is positive. The population in this study includes all consumers who shop at Hypermarket Pakuwon Supermall Surabaya, with a sample size of 50 consumers. Based on theory and supported by previous research, the hypothesis is formulated as follows:

### **H3: Sales Promotion positively influences customer satisfaction**

#### **Impact of Service Quality on Customer Satisfaction**

According to research conducted by Nugraha (2016), the results were that service quality had a positive effect on consumer satisfaction. The population in this study was Circle KG-Walk Pakuwon Mall Surabaya. The sample taken in this research amounted to 110 respondents. Moreover, other research conducted by Paul et al. (2015) found that service quality had a positive effect on consumer satisfaction. In this research, the population used was private-sector bank customers and public-sector bank customers in India. The number of samples used was 250 private sector bank customers and 250 public sector bank customers. According to the research, service quality has a positive impact on customer satisfaction. The population in this study is Circle KG-Walk Pakuwon Mall Surabaya, with a sample of 110 respondents. Based on theory and supported by previous research, the hypothesis is formulated as follows:

### **H4: Service Quality positively influences customer satisfaction**

#### **Simultaneous Impact of In-Store Logistics Performance, Store Image, Sales Promotion, and Service Quality on Customer Satisfaction**

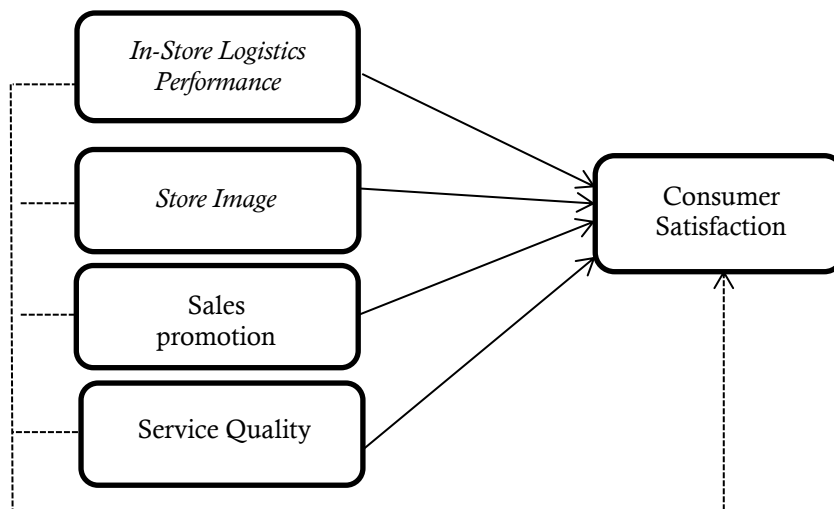
According to research by Bouzaabia et al., (2013), in-store logistics performance has a positive effect on consumer satisfaction directly. In this study, the population used was supermarket consumers in Belgium. The number of samples used was 200 respondents. The results of this research are that consumers are satisfied with in-store performance in the retail industry. Furthermore, research conducted by Moussaoui et al. (2022) found that in-store logistics performance had a positive effect on consumer satisfaction. The data collection instrument was carried out in the city of Nador, Morocco, using 201 consumers. According to research conducted by Sinatrya and Efendi (2020), the results were that store image had a positive effect on consumer satisfaction at the RJ Junior electronics store in Trenggalek. The population count is carried out by

representing the number of transactions in one month, namely the month of December, amounting to 7000 transactions. The population in this study includes private and public sector bank customers in India, with a sample size of 250 customers from each sector. Based on theory and supported by previous research, the hypothesis is formulated as follows:

**H5: In-store logistic performance, Store image, Sales Promotion, and Service Quality simultaneously influence customer satisfaction positively**

### Research Conceptual Framework

The conceptual framework describes the relationship between independent variables, in this case, in-store logistics performance, store image, sales promotion, and service quality, to the dependent variable, namely consumer satisfaction. Based on the hypothesis in this research, the conceptual framework is presented in the following image model:



**Figure 1. Research Conceptual Framework**

## 3. Data and Method

### Data analysis method

The method used for data analysis in this research is multiple linear regression with the help of a computer program, namely SPSS (Statistical Product and Service Solutions). Multiple linear regression is used to determine the direction and magnitude of the influence of the independent variable. Dependent provided that there is more than one independent variable. The data analysis method aims to interpret and draw conclusions from the amount of data collected.

### Instrument Test

The quality of research materials or hypotheses really depends on the data instruments in the research. Data collection tools influence the research instrument to form valid data. The tests used to test data instruments this research are the validity test and rehabilitation test.

### Population

According to Sugiyono (2016), population is a generalized area that consists of objects or subjects that have certain quantities and characteristics and are determined by researchers to be studied and then conclusions drawn. Population is the subject of research. In the Matahari Department, purchases at Artha Gading Mall may have come from various regions so the exact total of this research population is still being determined.

### Sample

According to Sukandar (2015), A sample is a small number of individuals or parts taken from the population and used as the focus of observation and analysis in research. This sampling was carried out with the aim of reducing the level of complexity and costs associated with collecting data from the entire population as a whole.

## 4. Results

### Descriptive Analysis

Descriptive analysis is a problem formulation relating to questions regarding the existence of independent variables, either only one variable or more. The general description of respondents uses percentage descriptive statistics to analyze the comparison of the number of respondents based on their characteristics.

PT Matahari Department Store ("Matahari" or the "Company") is a retail company in Indonesia with a long history in the world of Indonesian retail. Starting its journey on October 24, 1958, by opening its first outlet in the form of a children's fashion shop in the Pasar Baru area of Jakarta, Matahari took a step forward by opening the first modern department store in Indonesia in 1972. With a business journey that has been built for 61 years, Matahari always provides fashion choices with the latest trends in the clothing and fashion categories, as well as beauty products and other household goods displayed in modern outlets and MATAHARI.COM.

### Respondent Characteristics

The respondents in this research were consumers who had purchased transactions for Matahari Department Store products at Artha Gading Mall and numbered 100 people. The characteristics processed in this research are the identity of the respondents consisting of gender and age. Each respondent's characteristics will be explained as follows:

**Table 1. Characteristics of Respondents Based on Age**

No	Information	Amount	Percentage
1	<20	0	0
2	20 years – 25 years	55	55%
3	26 years – 30 years	35	35%
4	<30 years	10	10%
Total		100	100%

Source: Primary data processed, (2023)

Based on the results of the table above, it shows that the ages of the respondents are quite varied. Respondents aged 20-25 years were 55 people, covering 55% of all respondents; respondents aged 26-30 years were 35 people, covering 35% of all respondents; and respondents aged <30 years were 10 people, covering 10%. of all respondents.

**Table 2. Characteristics of Respondents Based on Gender**

No	Information	Amount	Percentage
1	Man	39	39%
2	Woman	61	61%
Total		100	100%

Source: Primary data processed, (2023)

Based on the table above, regarding gender, there were 39 male respondents with a presentation of 39% and 61% of female respondents with a presentation of 61%. Thus, the majority of Matahari Department Store consumers at Artha Gading Mall are women.

### Multiple Linear Regression Results

Ghozali's (2016) multiple linear regression analysis aims to determine the relationship between the independent variable and the dependent variable. Does each dependent variable increase or decrease in the value of the independent variable? A multiple linear regression test was carried out to determine the influence of In-Store Logistics Performance, Store Image, Sales Promotion, and Service Quality on Consumer Satisfaction.

**Partial test (t-Test)**

Hypothesis Test (T-Test) to find out whether the independent variable partially has a significant effect on the dependent variable or not. The significant level ( $\alpha$ ) is 5%. The criteria for decision-making are: 1) if the significant value is  $\text{sig} < 0.05$ , then the independent variable has a significant effect on the independent variable; 2) if the significant value is  $\text{sig} > 0.05$ , then the independent variable has no significant effect on the independent variable. In this study, the t table can be seen in the t-distribution table, where the real level is 5%, and the degree of freedom is  $(n-k)$ , where  $k$  is the number of variables in the study. So the degree of freedom in this study is  $100 - 4 = 96$ , so the t table value in this study is 1.660.

**Table 3. Hypothesis Test Results**

Hypothesis	Hypothesis Statement	T Count	T Table	Sig	Results
Ha1	In-store logistics performance has a positive effect on consumer satisfaction	2,192	1,984	0,048	Accepted
Ha2	Store image has a positive effect on consumer satisfaction	5,235	1,984	0,002	Accepted
Ha3	Sales promotions have a positive effect on consumer satisfaction	2,691	1,984	0,031	Accepted
Ha4	Service quality has a positive effect on consumer satisfaction	2,029	1,984	0,022	Accepted

Source: Primary data processed, (2023)

**Simultaneous Test (F Test)**

The F or simultaneous test is used to test independent (free) variables together or simultaneously whether or not they influence the dependent (dependent) variable. To see the f table in hypothesis testing on a regression model, you need to determine the degrees of freedom ( $df$ ) known as  $df_2$ , and also, in the f table, it is symbolized  $N_2$ . By using the significance probability value, if the significance level is  $> 0.05$ , then it can be concluded that  $H_0$  is accepted; otherwise,  $H_a$  is rejected, and if the significance level is  $< 0.05$ , then it can be concluded that  $H_0$  is rejected. Otherwise,  $H_a$  is accepted.

**Table 4. F Test Results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244,656	4	61,164	68,859	0,001
	Residual	84,384	95	0,888		
	Total	329,040	99			

Source: Primary data processed, (2023)

**5. Discussion****In-Store Logistics Performance on Consumer Satisfaction**

The research results showed that the highest respondents were shopping aids and convenience indicators with an average of 4.22. This finding confirms that a number of facilities provided by the Matahari Department Store at Artha Gading Mall have reached a sufficient level in improving the consumer experience when shopping. Based on the results of research using the Partial Least Square (PLS) method it shows that the In-store logistics performance variable has a positive effect on consumer satisfaction. These facilities include help with shopping convenience. So, the returns indicator has the lowest average value of 4.18, indicating that several aspects of the product returns process may need to be improved. By taking these steps, Matahari Department Store at Mal Artha Gading can improve the consumer experience regarding product returns and, in turn, increase the average value of the returns indicator.



**Analysis of Store Image Respondents' Answers to Consumer Satisfaction**

In this research, it is known that most of the answers obtained on the store image variable were agree and strongly agree. The layout indicator has a positive perception of the store image and layout. This score reflects the fact that most respondents feel good about how the store is presented and organized, which can impact their shopping experience. The layout indicator has the highest average value, namely 4.20, indicating that respondents have a positive perception of the store image and layout at Matahari Department Store in Artha Gading Mall. This score reflects the fact that most respondents feel good about how the store is presented and organized, which can impact their shopping experience. Based on the results of research using multiple linear regression analysis methods, it shows that the store image variable has a positive effect on consumer satisfaction.

**Analysis of Sales Promotion Respondents' Answers to Consumer Satisfaction**

In this research, it is known that most of the answers obtained on the service quality variable were answers of agree and strongly agree. The reliability and empathy indicators have the highest average value, namely 4.20; this shows that respondents have a positive perception of the reliability and empathy of the Matahari Department Store at Artha Gading Mall. Based on the results of research using the multiple linear regression analysis method, it shows that the sales promotion variable has a positive effect on consumer satisfaction. So, it can be concluded that all question items on the variables in-store logistics performance, store image, sales promotion, service quality, and customer satisfaction are declared valid. In this way, each statement of all the variables in this study has harmony to be used as a primary data collection tool that can describe the concept being researched.

**Analysis of Respondents' Answers to Service Quality on Consumer Satisfaction**

In this research, it is known that most of the answers obtained on the service quality variable were agree and strongly agree answers. The reliability and empathy indicators have the highest average value, namely 4.20; this shows that respondents have a positive perception of the reliability and empathy of the Matahari Department Store at Mal Artha Gading. Based on the results of research using multiple linear regression analysis methods, it shows that the service quality variable has a positive effect on consumer satisfaction. So, all question items on the variables of in-store logistics performance, store image, sales promotion, service quality, and customer satisfaction are declared valid. Thus, each statement of all the variables in this research is compatible to be used as a primary data collection tool that can describe the concept being studied.

**6. Conclusion**

Based on the results of the analysis and discussion that has been carried out previously, the following conclusions can be drawn: 1) In-Store logistics performance has a positive effect on consumer satisfaction at Matahari Department Store in Artha Gading Mall, 2) Store Image has a positive effect on consumer, 3) Sales promotions have a positive effect on consumer satisfaction, 4) Service quality has a positive effect on consumer, 5) In-Store logistics performance, store image, promotion Sales and service quality together simultaneously influence consumer satisfaction. The managerial implications of the influence of In-Store Logistics Performance, Store Image, Sales Promotion, and Service Quality on Customer Satisfaction at Matahari Department Store can include several main aspects, namely optimizing In-Store Logistics Performance by increasing operational efficiency where management needs to ensure that operations in-store logistics run efficiently this can involve monitoring stock, distribution within the store. The store as long as developing and maintained the store's image by implementing marketing and branding strategies as well as customer involvement.

**Recommendation**

For the Company: Matahari Department Store in Artha Gading Mall must continue to carry out a strategy for in-store logistics which ensures that all facilities and products are sufficient so that consumers do not run out of product stock, they want to pay more attention to the color scheme in the store so that it becomes better and change the room color combination more interesting,

creative product layout arrangement, sufficient space allocation so that it is not too narrow, making it easier for customers to move when shopping.

Based on the data results, the store image variable has a positive effect on consumer satisfaction, and they want to pay more attention to the color scheme in the store to make it better and change the room color combinations to be more attractive, arrange creative product layouts so that they look dancing in the eyes of customers. The appropriateness of space allocation is sufficient so that it is narrow enough, making it easier for customers to move when shopping. Based on the data results that sales promotions have a positive effect on consumer satisfaction, consumers must be able to attract by increasing sales promotions such as price cuts, buy one get one promotion or raffles. Based on the data results, service quality has a positive effect on consumer satisfaction. The quality of the services provided is improved by providing friendly attention and courtesy to customers, knowing information about each product being sold, and providing fast service so that customers feel satisfied shopping at Matahari Department Store in Artha Gading Mall.

### Limitations and avenue for future research

This research can be carried out again with a different research object, for example, about the restaurant business, this research can be carried out again by carrying out different tests on competing companies that operate in the same way, namely retail businesses that offer daily and household needs, for other researchers Those interested in conducting similar research are expected to be able to add other variables that are thought to influence retail consumer satisfaction, such as the word of mouth variable because it refers to communication between individuals regarding their experience with a product, brand or service. It can take the form of recommendations, reviews, or informative conversations, and the shopping experience variable, namely the overall experience when shopping at a store, can have a big impact on consumer satisfaction.

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