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Research Article

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

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Abstract

This research aims to determine the effect of *In-Store Logistics Performance, Store Image*, Sales Promotion, and Service Quality on Satisfaction (Case Study of Matahari Department Store Consumers at Artha Gading Mall). The population in this study were consumers of the Matahari Department Store at Artha Gading Mall. The sampling technique used was 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. The results of this research show that: (1) partially *In-Store Logistics Performance* has a positive effect on consumer satisfaction. (2) Store Image partially has a positive effect on consumer satisfaction. (3) Sales Promotion has a positive effect on consumer satisfaction. (4) Service Quality has a partially positive effect on consumer satisfaction. (5) simultaneously, all independent variables have a positive influence on consumer satisfaction. The managerial implications of these findings are that improving in-store logistics performance, establishing a positive store image, implementing effective sales promotions, and improving service quality can increase customer satisfaction at Matahari Department Store.

Keywords: In-Store Logistics Performance, Store Image, Sales Promotion and Service Quality.

JEL Classification: L22, M31, L15

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1. Introduction

Consumer satisfaction is something that is often observed in the world. Efforts to increase consumer satisfaction are one of the strategy formulations for forming customer loyalty through an earlier level of behavior, namely their good impression of the brand and company, as well as influencing consumer purchasing intentions (Munawaroh & Simon, 2023). To fulfill consumer satisfaction, companies are required to be astute in knowing shifts in customer needs and desires, which change almost all the time (Suwito, 2018). Currently, one of the main problems that the retail industry faces is the low level of consumer satisfaction (Gaol et al., 2016). This happens because consumers are used to shopping online or online retail (Suleman et al., 2020).

One company in Indonesia that is currently experiencing a decline in revenue is Matahari Department Store. Matahari Department Store Tbk is one of the largest retail companies in Indonesia, which was founded on 24 October, 1958, and continues to grow to this day and has 150 outlets in 80 cities throughout Indonesia. Initially, Matahari Department Store only sold textiles and clothing, but later developed into a department store that provides various lifestyle, beauty, fashion, and household equipment products. In 1998, Matahari Department Store joined the Lippo Group and began expanding its business throughout Indonesia. In 1998, Matahari Department Store conducted an initial public offering (IPO) and officially went public on the Jakarta Stock Exchange with the stock code "LPPF ."Matahari Department Store uses the term "word," which divides areas to organize its fashion products according to type and brand. The arrangements, such as men's, women's, and children's clothing, are grouped according to the brand; relatively large groups, such as cosmetics, shoes, and bags, are neatly grouped according to type.
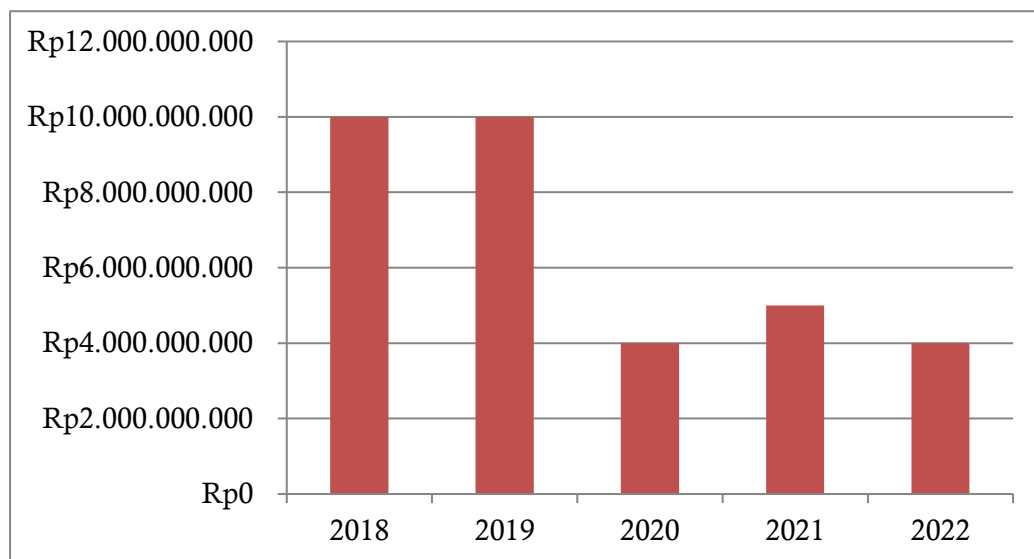
Source: Prepared by the author, May (2023)

Figure 1. PT Matahari Department Store Tbk Revenue Data, 2018-2022

From the data above, there was a decline in income in 2018-2022. In 2018, the income was IDR 10,000,245,173; in 2019, it was IDR 10,000,276,431; in 2020, it was IDR 4,000,839,058; in 2021, it was IDR 5,000,585,975; and in 2022 it was IDR 4,000,964,474. In 2018-2019, revenues at Matahari Department Store were still quite stable because Matahari was still the largest shopping center in Indonesia. Meanwhile, at the beginning of 2020, Matahari experienced a significant decline due to the impact of the outbreak (Covid-19) which occurred in various countries, including Indonesia which caused people to be restricted by the government from reducing various activities outside their homes had an impact on the sales income of various department stores including Matahari Department Store And took place the following year.

Richard L. Oliver is a marketing professor from the United States who introduced Zhang's Expectancy Disconfirmation Model (EDM) (2021). EDM draws attention to the determinants of satisfaction that are internal to the individual, and the main idea of this model, which was originally developed in consumer behavior research, is that satisfaction or dissatisfaction is a function of and reference (standards used to compare) and perceived performance (Oliver, 2020).

Usually, consumers who use retail services want to navigate store services as comfortably and conveniently as possible which can influence consumer satisfaction to support the store or not (Bitner, 2016). Although there is much research in the retail sector, only a few researchers discuss in-store logistics performance and store image in the retail industry (Sari et al., 2023) (Ltifi and Gharbi, 2015).

In-store logistics performance refers to convenience, including entering and exiting the store quickly and finding merchandise easily to identify and access products (Bouzaabia et al., 2016). Some stores focus on providing convenient infrastructure (for example, by using signage, dedicated recreation areas, or specially adapted shopping carts) or various services that facilitate the shopping process, such as information services, sales advice, and self-service technology (Sari et al., 2023) (Baker et al., 2022).

According to Peter & Olson in Yudatama et al. (2021), Store Image is what consumers think about a store, including perceptions and attitudes that are based on sensations from stimuli 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). According to Kotler & Keller in Sarie (2018), to increase consumer satisfaction, sales promotions must be able to attract stronger and faster responses from buyers. Sales promotions can use short-term effects such as highlighting product offers to get attention and direct people to the product. Sales promotion includes a wide variety of promotional tools designed to engineer a faster or stronger market response (Natalia and Mulyana, 2015).

Consumer satisfaction also depends on the quality of services offered by the company (Maria & Anshori, 2020). Good service quality in a company will provide a sense of satisfaction to consumers. If there are demands from consumers, consumers hope that the company can provide services in the form of answers that are given in a friendly, fast, and precise manner (Mulyono, 2021). In the business world, shops have become important centers of economic activity. To run their operations successfully, stores need to manage logistics well, create a positive store image, implement effective sales promotions, and provide quality service to consumers (Maghfur et al., 2023). All these aspects influence consumer satisfaction. From an Islamic perspective, it is important to ensure that logistics, store image, sales promotions, and service quality are carried out with high ethics and morality and in accordance with Islamic teachings, which encourage honesty, transparency, fairness, and good service to others, in Islamic Business Principles and Ethics.

In-store logistics performance must be carried out with Islamic ethics and morality, including in the procurement of goods, storage, and distribution in the store. The principle of honesty in business must be applied in all logistics processes. If logistics are carried out well and correctly, it will improve the store's image in this retail business. From an Islamic perspective, the image of this shop is very important. A good shop that has a positive image in the community will attract consumers to come back and shop there. Islam emphasizes the importance of maintaining a good name and good reputation. Presenting the shop as a safe, quality, and reliable place will attract and retain customers (Hidayat and Rifa'i, 2018) in Management Ethics from an Islamic Perspective.

2. Literature Review and Hypothesis
Customer Satisfaction
Consumer happiness is the general disposition that customers display toward products or services following their acquisition and utilization. Kotler (2018) defines contentment as the emotion that occurs from contrasting the performance (results) of the product under consideration with the anticipated performance (results). After obtaining, evaluating, and utilizing a product in the form of commodities or services, a person's feelings of satisfaction-whether positive or negative-can be deduced from several meanings of the term. Their happy demeanor suggests that they are content with the food they are eating. Conversely, if consumers show feelings of disappointment with the product they have purchased, it means they are dissatisfied. Peter & Olson in Setiyaningrum (2021) stated that if consumers are satisfied with a product or brand, consumers will continue to buy it, use it, and tell other people about their pleasant experience. On the other hand, if consumers are not satisfied, they will tend to switch brands and file a complaint with the company. Retailers and influence others to avoid buying the brand.

In-store logistics performance

In-store logistics performance plays a very important role in influencing consumer satisfaction. In contrast, in the case of retail stores, convenience includes entering and leaving the store quickly and finding merchandise easily. According to the explanation (Bouzaabia et al., 2017), in-store logistics performance is how the company performs in creating an effective and efficient network in the store so that the store is smooth and under-stocked. *In-store logistics performance*Nowadays it is very important for retail stores to optimize sales space, not only displaying product samples on the front but also the inventory of goods stored in the store warehouse, and this will make the store more attractive to consumers followed by good in-store logistics performance and appropriately because if it is not done correctly, there will be excess or shortage of goods which will have an impact on consumer satisfaction (Sari et al., 2023) (Bienstock et al, 2020). In-store logistics performance is influenced by demands on consumer desires, where retail stores must be sensitive to consumer desires for retail stores, and the existence of this system will control retail store inventory.

Store Image

Store image is an impression that is interpreted because of the completeness felt by consumers in connection with the store and is interdependent on consumer impressions based on both current and previous exposure (Maharta et al., 2018). Store image is an overall picture that is more than just the sum of the parts, where each part interacts with each other in the consumer's mind. According to Agustin et al. (2019), store image is a combination of various attitudes that consumers have about a store or company, which are connected to what consumers expect when consumers choose a store and consumer expectations about the store, which are attitudes consumers towards the store itself (Noviana & Oktavia, 2023).

Sales Promotion

Sales promotion is a form of direct persuasion using various incentives that can be arranged to stimulate immediate product purchases and/or increase the number of goods purchased by customers. Promotional marketing means efforts to increase sales of products offered by providing information to the public about the existence of a product that has certain uses to meet consumer needs (Sentono, 2019). Meanwhile, sales promotion is a company's activity to sell the products it markets in such a way that consumers will find it easy to see them, and even with certain placement and arrangement, the product will attract consumers' attention. From the definition above, sales promotion is a company's effort to increase product sales using incentives and information to consumers to encourage quick purchases or increase the number of goods purchased. This promotion also involves placing and arranging products in such a way as to attract consumer attention (Assidiki & Budiman, 2023).

Service Quality

According to Cravens (2023), service quality is efforts to fulfill requests to specify products such as performance data, requests for details, processing purchase orders, order status inquiries, and warranty services. When a service is described as something that a corporation offers, it usually means that a party has performed an act for another party. Service quality is a main or complementary activity that is not directly involved in the product manufacturing process but places more emphasis on transaction services between buyers and sellers. Service quality is the expected level of excellence and control over this level of excellence will fulfill customer desires.

Hypothesis

The Influence of In-Store Logistics Performance on Consumer Satisfaction

In-store logistics operations (in-store logistics performance) play a very important role in influencing customer experience and satisfaction. In the case of retail stores, customer comfort and satisfaction include entering and leaving the store quickly and finding merchandise easily. Layout is an example of a design cue that can influence expectations regarding their ability to move efficiently through a store. According to research by Bouzaabia et al. (2020) 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. The number of samples used was 200 respondents. The results of this research are that consumers are satisfied with in-store logistics 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 (consumers of the supermarket "Marjane") using a sample of 201 consumers. Based on the theoretical explanation and supported by previous research, the following hypothesis can be formulated:
H1: In-store logistics Performance has a positive effect on Customer Satisfaction

The Influence of Store Image on Consumer Satisfaction
When consumers feel satisfied that the 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). Powered by a positive store image, a retailer will be able to create satisfaction after consumers experience shopping at the store. According to Arief and Widyatmoko (2018), shop image is an understanding of the shop in the minds of customers according to the characteristics/attributes of the shop so that customers can differentiate between one shop and other shops. 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 was carried out by representing the number of transactions in one month, namely February, amounting to 7000 transactions.

Furthermore, the results of research conducted by Joseph et al. (2018) found that store image is important for the satisfaction of consumers who visit a retail store for the first time. The results of this research show that the store image has a positive influence on supermarket consumer satisfaction. The population in this study were Supermarket consumers in Uyo Metropolitan City, with a sample of 244 consumers. Based on description theory and is also supported by previous research, the following hypothesis can be formulated:
H2: Store Image has a positive effect on Consumer Satisfaction

The Influence of Sales Promotion on Consumer Satisfaction
Any type of temporary offer or incentive meant for consumers, retailers, or wholesalers with the goal of eliciting a response from the public is referred to as a sales promotion. Promotion encourages consumers to try new products so that it can increase sales. It is also useful for promoting greater consumer awareness of prices and providing customer satisfaction with these promotions. If a company's sales promotion is interesting and good and attracts buyers, then when their post-purchase expectations are met, consumers will feel satisfied (Sutrisno and Darmawan, 2022). According to research conducted by Sarie (2018) obtained results namely that 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 results of other research conducted by Nurjuman et al. (2023) obtained results namely that the influence of sales promotions on consumer satisfaction had a positive effect on the population taken from customers who had purchased Flash Coffee products at Bintaro outlets from September 2022 to 10 November 2022 and the sample taken was 97 respondents. Based on description theory and is also supported by previous research, the following hypothesis can be formulated:
H3: Sales promotions have a positive effect on consumer satisfaction

The Influence of Service Quality on Consumer Satisfaction
Service quality is the expected level of excellence and control over this excellence to fulfill customer desires. Kotler (2021) states that customers will feel satisfied if they receive good service or if they meet expectations. In the long term, a bond like this allows the company to thoroughly understand customer expectations and their needs and the company can increase customer satisfaction where the company maximizes pleasant customer experiences and minimizes unpleasant customer experiences. 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. Other research conducted by Paul et al. (2015) found that service quality has a positive effect on consumer satisfaction. In this study, 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. Based on description theory and is also supported by previous research, the following hypothesis can be formulated:

H4: Service Quality has a positive effect on Consumer Satisfaction

3. Data and Method

Explanatory study employs quantitative methodology in research. Research aimed at explaining the positions of the variables under study and the connections between them is known as explanatory research. Quantitative research is a research method used to examine a certain population or sample, collecting data using research instruments and quantitative or statistical data analysis with the aim of testing the hypothesis that has been established (Santosa & Hidayat, 2014; Sugiyono, 2014).

Data Types and Data Sources
Internal data typeThis research is primary data. Primary data sources are individual respondents and focus groups; the internet can also be a primary data source if the questionnaire is distributed via the internet (Wahyuddin et al., 2023). Primary data in this research was obtained directly from respondents, namely consumers of the Matahari Department Store at Artha Gading Mall, with the help of a Google form.

Population
Population is a generalization area that consists of objects or subjects that have certain quantities and characteristics and are determined by researchers to be studied and then concluded. Population is the subject of research. In this study, the population is all consumers who have made purchases from the Matahari Department Store at Artha Gading Mall, who may come from various regions, so the exact total of this research population is unknown.

Sample
The sample is part of the number and characteristics possessed by the population (Sugiyono, 2013). The sample used must be representative and reflect the existing population. Data collection in this research used a purposive sampling method. Purposive sampling is a sampling method that limits the special characteristics of a person who provides information and is in accordance with what the researcher wants (Sugiyono, 2013). The Lemeshow Formula was utilized by the author to calculate this sample size. Because the population is either unknown or infinite, the Lemeshow formula is applied. The following is the Lemeshow formula:

$$ n = \frac{Z^2\, P(1-P)}{d^2} \tag{1} $$

Information:
n   = number of samples
z   = z score at 95% confidence = 1.96
p   = maximum error = 10%
Using the formula above, the number of samples to be used can be calculated as follows:

$$n = \frac{Z^2\, P(1-P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{d^2}$$

$$n = \frac{3,8416.0.25}{0,01}$$

$$n = 96.04 = 100$$

The sample value (n) produced by applying the Lemeshow formula is 96.04, which is rounded to 100 persons.

Test of Multilinear Regression Analysis

the following formulation, multiple linear regression analysis is a statistical technique for examining the impact of the independent variable on the dependent variable:

$$\textbf{Y = a + b1+ b2+ b3+ b4+ 0} \tag{2}$$

4. Results
Validity Test Results
Validation tests are used to measure whether a questionnaire is valid or not. An instrument or questionnaire is said to be valid if the questions on the instrument or questionnaire can reveal something that the questionnaire will measure. We use a validity test; it is necessary to determine the r table value. The way to do this is to look for the r table value through the r table (Pearson's Product Moment) with the formula:

$$\textbf{df (Degree of freedom) = N – 2 = 100 -2 = 98} \tag{3}$$

With df = 100 and alpha = 0.05, we get r table = 0.195 (by looking at the r table at df = 98 with a two-tailed test). If the calculated r-value > r-table is positive, then the question item or indicator is declared valid.

Table 1. Validity Test Results

Variable	Question Items	r Count	r Table	Information
	INL1	0.684	0.195	Valid
	INL2	0.735	0.195	Valid
	INL3	0.794	0.195	Valid
	INL4	0.729	0.195	Valid
	INL5	0.741	0.195	Valid
In-Store Logistics	INL6	0.751	0.195	Valid
Performance	INL7	0.869	0.195	Valid
	INL8	0.792	0.195	Valid
	INL9	0.856	0.195	Valid
	INL10	0.858	0.195	Valid
	INL11	0.879	0.195	Valid
	INL12	0.840	0.195	Valid
	INL13	0.768	0.195	Valid
	SI1	0.699	0.195	Valid
	SI2	0.707	0.195	Valid
	SI3	0.765	0.195	Valid
	SI4	0.669	0.195	Valid
	SI5	0.645	0.195	Valid

Store Image	SI6	0.715	0.195	Valid
	SI7	0.732	0.195	Valid
	SI8	0.676	0.195	Valid
	SI9	0.751	0.195	Valid
	SI10	0.806	0.195	Valid
	SI11	0.813	0.195	Valid
Sales promotion	PP1	0.731	0.195	Valid
	PP2	0.699	0.195	Valid
	PP3	0.760	0.195	Valid
Service Quality	KL1	0.677	0.195	Valid
	KL2	0.724	0.195	Valid
	KL3	0.825	0.195	Valid
	KL4	0.744	0.195	Valid
	KL5	0.742	0.195	Valid
	KL6	0.735	0.195	Valid
	KL7	0.863	0.195	Valid
	KL8	0.783	0.195	Valid
	KL9	0.856	0.195	Valid
	KL10	0.854	0.195	Valid
	KL11	0.872	0.195	Valid
	KL12	0.836	0.195	Valid
	KL13	0.757	0.195	Valid
	KK14	0.835	0.195	Valid
Consumer Satisfaction	KK2	0.731	0.195	Valid
	KK3	0.699	0.195	Valid
	KK3	0.760	0.195	Valid

Source: Processed data (2023)

Based on the table above, all r counts > r table so that 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 from all the variables in this research has harmony to be used as a primary data collection tool that can describe the concept being researched.

Reliability Test Results
The reliability test is carried out after obtaining valid items from the validity test so that a reliability test can be carried out using SPSS ver.29 on a computer using the Cronbach alpha formula.

Table 2. Reliability Test Results

Variable	*Cronbach'Alpha*	r Table	Information
In-Store Logistics Performance	0.942	0.60	Reliable
Store Image	0.934	0.60	Reliable
Sales promotion	0.785	0.60	Reliable
Service Quality	0.941	0.60	Reliable
Consumer Satisfaction	0.706	0.60	Reliable

Source: Processed data (2023)

All of the variables have a Cronbach Alpha value more than 0.60, which indicates that the data processed above is credible for all of the variables. A study found that the following variables have significant Cronbach Alpha values: 0.942 for the in-store logistics performance variable, 0.934 for the Store Image variable, 0.785 for the Sales Promotion variable, 0.941 for Service Quality, and 0.706 for the Satisfaction variable among consumers.

Normality test
To know whether a variable can be said to be normal or not according to the residuals being studied is the aim of carrying out a normality test.

Table 3. Normality Test Results

Unstandardized Residuals		
N		100
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	0.65641553
Most Extreme Differences	Absolute	0.086
	Positive	0.086
	Negative	-0.086
Statistical Tests		0.086
Asymp. Sig. (2-tailed) c		0.065

Source: Processed data (2023)

Theed on the table above shows that the significance is $0.065 > 0.05$, so it can be concluded that the data tested is normally distributed.

Multicollinearity Test Results
It can be inferred that multicollinearity does not exist in the study if the tolerance value is > 0.10 and the VIF is less than 10; on the other hand, multicollinearity does occur if the tolerance value is less than 0.10 and the VIF is greater than 10.

Table 4. Multicollinearity Test Results

	Coefficients		
		Collinearity Statistics	
	Model	Tolerance	VIF
1	In-Store Logistics Performance		3,321
		0.301	
	Store Image	0.499	2,004
	Sales promotion	0.232	4,309
	Service Quality	0.138	7,265

Source: Processed data (2023)

Based on the table above, the tolerance value obtained for the In-Store Logistics Performance variable is 0.301, the Store Image variable is 0.499, and the Sales Promotion variable is 0.232.

Heteroscedasticity Test Results
If the variance of the residuals from one observation to another is constant, it is called homoscedasticity, and if the variance is different, it is called heteroscedasticity.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized		
	B	Std. Error	Coefficients Beta	t	Sig.
1 (Constant)	3,527	0.675		5,228	4,177
In-Store Logistics Performance	-0.092	0.079	-0.110	-1,173	0.244
Store Image	0.038	0.062	-0.045	0.610	0.543
Sales promotion	-0.008	0.088	0.009	-0.085	0.932
Service Quality	-0.797	0.122	0.914	0.1765	0.080

Source: Processed data (2023)

It can be concluded that the data used in this research does not exhibit symptoms of heteroscedasticity based on the table above, which shows that the significance value for the in-store logistics performance variable is 0.244; the store image variable is 0.543; the sales promotion variable is 0.932; and the service quality variable is 0.080.

Multiple Linear Regression Test Results
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.

Table 8. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3,549	1,075		3,302	0.001
In-Store Logistics Performance	0.132	0.007	0.011	2,192	0.048
Store Image	0.809	0.050	0.867	5,235	0.002
Sales promotion	0.103	0.054	0.026	2,691	0.031
Service Quality	0.081	0.066	0.066	2,029	0.022

Source: Processed data (2023)

5. Discussion

In-Store Logistics Performance on Consumer Satisfaction
In summary, the research findings highlight that among the five indicators in the In-Store Logistics Performance variable, shopping aids and convenience at Matahari Department Store in Artha Gading Mall received the highest. This indicates that the store has effectively aided and facilities to enhance the consumer shopping experience. The findings support the fourth hypothesis about how logistics effectiveness affects customer happiness. Every aspect of logistics performance has an impact on customer satisfaction. The factor that most contributes to explaining satisfaction, however, is "product availability"; when customers can obtain the quantities they desire, their level of contentment increases. Though not as much as the prior element, checkout-level logistics performance plays a role in explaining satisfaction. Shelf-level logistics performance has the least impact on customer satisfaction. This result is consistent with the findings of studies conducted. Specifically, clear store maps, signage, directions, and comfortable changing rooms contribute to this positive perception. However, the returns indicator scored the lowest, suggesting potential areas for improvement in the product return process. Possible reasons for this lower score include vague return policies, complicated return procedures, and delays in the return process.

In-Store Image on Consumer Satisfaction
The research findings indicate that respondents generally have a positive perception of the Matahari Department Store in Artha Gading Mall, particularly regarding the store image and layout. The high suggests that respondents find the visual presentation and organization of the store appealing. This positive perception can be attributed to factors such as attractive displays, convenient navigation, logical product placement, and a pleasant store atmosphere. This is in line with the understanding that store image is a combination of real or functional factors and intangible or psychological factors that consumers feel. Also defines store image as a complex of consumer perceptions of the different attributes of a store. Store descriptions explain a multidimensional structure, so many studies have been found that discuss attributes in building a store image. Companies can build an image positively in the minds of consumers using indicators that create an image and function in the right way. The 6 dimensions of store image mentioned in their research are personnel, price, product, convenience, atmosphere, and promotion. Proposed five elements of store image: assortment, price, styling, product, and location. Doyle and Fenwick's work was modified, who suggested three more attributes-parking facilities, friendly personnel, and atmosphere.

In contrast, argued that store image is a complex of consumers' store perceptions of different attributes. Store image has been found to be influenced significantly by store attributes such as decor, lighting, layout, salespersons (Baker et al., 2020), visual communication, noise, and colors, music, crowding. These store attributes also help in determining store patronage by consumers. Meanwhile, in research regarding store image using 6 different attributes, namely Physical facilities/characteristics, Pricing Policy, Product Range, Customer Service, Store Character, and Store Reputation. However, the personnel indicator received a lower, suggesting that there are areas for improvement in respondents' perceptions of the store's staff. Possible reasons for this lower score include less friendly service and staff unavailability.

In-Store Sales Promotion on Consumer Satisfaction
The research findings highlight that the first statement regarding Matahari Department Store's price offers at Artha Gading Mall receiving the highest indicates respondents' agreement with the statement. This implies that regular price offers and sales promotions can instill hope among customers, fostering the belief that they can find products at more affordable prices. Additionally, attractive discounts and offers, coupled with appealing product choices, can enhance consumer interest and perceived value. Conversely, the third statement in the sales promotion variable has the lowest, suggesting a comparatively lower response from respondents. Possible reasons for this include past negative experiences with similar promotions or a lack of effective promotional communication. The results of this hypothesis test also reject the results of research conducted, showing that promotion is a factor that can influence Customer Satisfaction researched that promotion has a positive and significant effect on Customer Satisfaction and in line with research conducted shows that promotion does not have a completely significant effect on Customer Satisfaction. To address this, Matahari Department Store can take steps such as providing clear and comprehensive information through various channels, ensuring transparency in communication, and offering genuinely attractive promotions to enhance customer satisfaction and perception. In summary, the research underscores the importance of consistent and attractive promotions in attracting customers and increasing sales. It also emphasizes the need for clear communication and genuine value in promotional strategies to enhance customer satisfaction and perception.

In-Store Service Quality on Consumer Satisfaction
The research findings reveal a positive perception among respondents regarding the reliability and empathy of the Matahari Department Store at Mal Artha Gading. The highest average values for reliability and empathy indicators suggest that customers feel confident in the store consistently delivering reliable services. That staff effectively understands and responds to their needs. However, the assurance indicator received the lowest average score, indicating potential areas for improvement in customer confidence related to staff competence, information clarity, and professionalism. There are numerous measures and definitions of service quality without a single consensus. Several previous studies have stated that there is a service provided by an organization. Customer satisfaction is one of the factors that influences customer loyalty to organizations. Service quality is a complex construct that incorporates multiple attributes that may change rapidly and dramatically, which will then facilitate precise measuremen. Studies have shown that the quality of service is a critical success point for commercial and retail banks to win over one. As they daily perform face-to-face interaction with customers, banks must always maintain a professional environment. Possible reasons for the lower assurance score include uncertainty about staff competency, vague information, and perceived lack of professionalism.

6. Conclusion
Based on the results of the analysis and discussion that has been carried out previously, the following conclusions can be drawn: *In-store logistics performance* has a positive effect on consumer satisfaction, *Store image* has a positive effect on consumer satisfaction, Sales promotions have a positive effect on consumer satisfaction, Service quality has a positive effect on consumer satisfaction, *In-store logistics performance, store image,* sales promotion, and service quality together simultaneously influence consumer satisfaction at Matahari Department Store at Mal Artha Gading.

Managerial implications provide a roadmap for Matahari Department Store to improve its overall performance and enhance customer satisfaction by strategically addressing key components identified in the study. Regular assessments and adaptations based on customer feedback and market trends will be crucial for sustained success.

Recommendation

Based on the research results, discussion, and conclusions obtained, the suggestions that can be given are as follows: Suggestions for future researchers. This research can be carried out again with a different research object, for example, regarding the restaurant business. This research can be carried out again by conducting different tests on competing companies that operate in the same way, namely retail businesses that offer daily and household necessities. For other researchers who are interested in conducting similar research, it is hoped that they can add other variables that are thought to influence retail consumer satisfaction, such as the Word of Mouth because it refers to communication between individuals regarding their experiences with a product, brand, or service. This 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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