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## MARKETING | RESEARCH ARTICLE

## The Effect of Product Diversity and Service Quality on Customer Satisfaction: Case Study at Al Mubarak Supermarket in Baras Sub-District, Pasangkayu District

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**Abstract:** This study aims to confirm the influence between product diversity variables and service quality variables on customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency. The research method uses quantitative methods with primary data taken using a questionnaire. The population of respondents is consumers at Al Mubarak Supermarket. The sample was taken with an incidental sampling technique. The sample size was 96 respondents. The data obtained will be analyzed using a validity test, reliability test, t-test (partial), and f-test (tested together). The effect of product diversity t count is greater than the t-estimated ( $-0.528 < 1.661$ ) so it does not have a significant effect on customer satisfaction, service quality t count is greater than the t-estimated ( $2.764 > 1.661$ ) partially affects customer satisfaction. Shows that F-calculated is greater than F-estimated ( $3.959 > 2.70$ ) and the significance value ( $\text{Sig} = 0.022 > 0.05$ ), indicating that simultaneously both have an influence.

**Keywords:** Product Diversity, Service Quality, Customer Satisfaction, and Al Mubarak Supermarket

**JEL Classification Code:** L81, M31, C83

### 1. INTRODUCTION

In this modern era, human needs are becoming more complex and diverse, greatly influenced by the current population growth. Based on data from the Central Statistics Agency (BPS), Indonesia's population is projected to be 278.8 million. This number increased by 1.1% compared to last year's 275.7 million people and the previous ten years of 248.8 million people in 2013. The population is growing from year to year accompanied by technology, information, and economic sector growth in various regions. Along with the development of these factors, which have a major impact on culture, environment, and social needs, the consistent increase in population and various other factors show that people's needs are increasingly diverse.

The retail industry has become a barometer of the acceleration of the times. Based on data from the central statistics agency in 2022, there are currently around 3.98 million retail outlets spread throughout Indonesia. Kotler (2016) defines that "Retail includes all activities that involve the sale of goods or services directly to end consumers, for personal and non-business use". With economic growth and increasing people's income, especially in the middle class tend to focus more on convenience and quality in shopping. Self-service is closely related to changes in the pattern of consumption needs and the development of the retail industry in the modern era, because this industry provides a variety of products for the needs of the community in one place, providing various types of food, drinks, hygiene products, household appliances, clothing, and other daily necessities. It makes it easy to shop for needs efficiently. However, despite being in great demand by the public to fulfill various needs, supermarkets often experience several common problems along with their development, namely the density of the number of customers which can cause long queues at the cashier and unfulfilled stock management. This results in consumers tending to feel dissatisfied.

According to Setyo Budy in Apriani A (2021), it suggests "Consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of

consumers who use it are met". Consumers who are satisfied with the products and services they receive tend to return to re-trade in the same place, so that the revenue stream becomes stable and sustainable. Loyal customers are also more likely to try a variety of products, as well as the quality of service offered by the store where they shop. According to Kotler and Armstrong (2018) they suggest that "product diversity is a collection of all products and a collection of all products and goods offered by businesses to consumers". Product diversity refers to the entire collection of products and goods offered by a company or business to their consumers. In other words, product diversity shows the variety and choice of products available for consumers to choose from a company or seller.

According to Fandi Tjipno (2017), that "service quality is a measure of how good the level of service provided is able to match customer expectations", so that good service quality can form a strong relationship between businesses and consumers in this case is self-service. Consumers who feel valued and heard tend to be loyal customers and may also recommend the brand to others. Therefore, quality service is a factor that affects consumer satisfaction. In Islamic teachings, there are values that encourage business people to provide good service to consumers. One of the verses of the Qur'an that explains these values is Al-Isra verse 35:

وَأَوْفُوا الْكَيْلَ إِذَا كِلْتُمْ وَزَنُوا بِالْقِسْطِ الْمُسْتَقِيمِ ذَلِكَ خَيْرٌ وَأَحْسَنُ تَأْوِيلًا

*Complete the measurement when you measure and weigh with a true balance. That is better for you and for the result.*

The verse emphasizes the importance of honesty and trust in trading or business activities, and emphasizes the need to provide quality services by ensuring accurate weights and measures. By following these principles, it is hoped that business people can meet the needs of consumers well and run a fair business in order to create satisfaction with consumers, and later will have an impact on the progress of a business.

One retailer that provides a variety of products is Swalayan Al Mubarak. Standing right on the Mamuju Palu axis road, precisely in Bantayang Hamlet, Bulu Parigi Village, Baras District. The location is easily accessible and has a large sales area. Has a wide variety of products ranging from basic necessities to wholesale goods such as various types of snacks, baby equipment, cosmetics, electronic devices, furniture such as cabinets and the like, several types of clothing and kitchen utensils and many other home needs that are quite complete for daily needs in large and small quantities. Consumers can take their own goods on the shelves that have been grouped according to the type of need, making it easier to find the items needed to then enter the shopping cart, bring, and pay the cashier, giving a modern impression when shopping. Needs that can be accessed wholesale can meet the needs of local umkm actors.

In general, Al Mubarak implements an independent self-service system that is different from the franchise system. Franchising is a business partnership concept in which the parent company (franchisor) gives permission to other parties (franchisees) to use their brands, products and operational systems within a certain period of time in exchange for a license fee such as Alfa Mart. Meanwhile, Al Mubarak makes decisions and manages the business completely independently so that it is more flexible in determining marketing and sales strategies that are in accordance with local market conditions.

Based on initial observations to strengthen assumptions, researchers conducted two types of methods, namely direct and indirect. The direct method is by looking directly at the conditions and activities at Al Mubarak Supermarket, so researchers see several problems related to service and product stock. There are several variations of products that are not yet available which are certain needs of customers, but have not provided other variations, then at peak hours many customers who shop cause long queues at the cashier making handling slow. In addition, when customers order a large number of items, the process of wrapping and organizing orders takes time. While the indirect method by asking several Al Mubarak customer complaints such as employees rarely throw smiles, and are less informative in serving customers. From initial observations, researchers concluded that there are possible problems in service and inventory management that can reduce customer satisfaction and loyalty. Based on the description above, the authors want to conduct deeper research

with the title "The Effect of Product Completeness and Service on Consumer Satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency."

## 2. LITERATURE REVIEW

### 2.1. Marketing Management

According to Tujipno (2019), "Marketing management is a total system of business activities designed to plan, set prices, and distribute products, services and ideas that are able to satisfy the desires of target markets in order to achieve organizational goals." In outline that marketing management is an integrated system of business activities that include planning, pricing, and distribution, all of which are carried out with the intention of meeting approved market needs, with the hope of ultimately achieving overall organizational goals. Meanwhile, according to Hery (2019), "Marketing management is defined as an art and science in selecting target markets and obtaining, maintaining, and confirming superior customer value. "Marketing management is not only a theoretical science, but also an art in determining what markets to target, attracting new customers, retaining existing customers, and confirming the best value to customers to remain competitive and succeed in competition. From the explanation of the experts above, the author concludes that marketing management is a series of interconnected strategies and tactics, starting from planning to distribution of products or services. This process aims to meet the needs of the targeted market, maintain connections with customers, and provide superior value to them, in the hope of achieving organizational goals.

### 2.2. Retail

Retail or retail which comes from the French language "retailer" which means cutter or breaker of something. According to the Big Indonesian Dictionary (KBBI), namely "Retail means selling goods in units, little by little, or directly to end consumers for personal, family, or household needs, not for resale or business needs. According to Sunyoto (2015) "Retailing is an activity that includes marketing goods and services directly to customers." Retail is an activity directed to consumers who play an important role in distributing goods, allowing them to see the right target market in developing preferences for needs in this case end consumers who buy products for their own consumption. Meanwhile, according to Kotler (2016) that "Retail includes activities that involve the sale of goods or services directly to end consumers for personal use not business." Every retail business has a large volume of business mainly from retailing, while retailers are business organizations that get half the proceeds from retailing. Retail businesses are generally divided into two categories: traditional and modern. These two categories have different characteristics. Traditional retail is characterized by simple operations, limited store area, small product variety, and conventional management. The shopping experience in traditional stores usually involves bargaining and is less concerned with customer convenience. Products are often not openly displayed, so shoppers are not always aware of the availability of goods. In contrast, modern retail offers a different shopping experience. The management system is more structured. Customer convenience is prioritized with fixed prices without negotiation. The concept of self-service is applied, and products are displayed openly, allowing customers to view, select and even try before buying.

### 2.3. Types of Retail Types

According to Kotler (2016) the main types of retail can be distinguished as:

- a. Specialty stores focus on selling one product or category, offering a large selection within that category. Examples are bookstores, sporting goods stores, or specialty cosmetics stores.
- b. Department stores, large stores that sell a wide range of products, are usually organized into separate departments. They offer various types of goods such as clothing, cosmetics, home appliances, and electronics under one roof.

- c. Supermarket, a large self-service store that mainly sells food and daily household needs. It usually has various departments such as fresh produce, meat, bread and dry goods.
- d. Convenience stores, small stores that sell daily necessities, are often conveniently located and operate with long opening hours. They usually sell snacks, drinks, and other essentials.
- e. Discount stores, stores that sell products at prices lower than the regular retail price. They can offer lower prices by reducing services and a luxurious store atmosphere.
- f. Off-Price Retailer, a store that sells branded goods at deeply discounted prices. They often buy excess stock or items from previous seasons from manufacturers or other retailers, allowing them to offer very competitive prices.

From the several retail categories that have been described, each category has its own characteristics in terms of products, sizes, prices, and services that are tailored to meet the various needs and preferences of consumers in diverse retail markets.

#### 2.4. Product Diversity

According to Kotler and Armstrong (2018) argue that "product diversity is a collection of all products and a collection of all products and goods offered by businesses to consumers". So that diverse products are also a reference to support varied consumer desires. Meanwhile, according to Saejita (2018) argues that "product diversity is the most important part of a business activity plan, because it plays a role in creating a product purchase by attracting and creating consumer interest in making purchases in business activities, and this should be very concerned by business entrepreneurs". According to Alma (2016) argues that "product diversity is a collection of all products and goods offered by a particular seller to consumers." The diversity of products provided by business actors to consumers is one of the elements in the competition of a business. From several opinions of experts, the authors conclude that product diversity refers to all products and goods provided by a business or seller to consumers. So that product diversity includes all lines and types of products owned by all companies or sellers. By providing a wide selection of products, businesses can also seek a wider consumer segment, increase sales opportunities, and increase customer satisfaction.

#### 2.5. Product Diversity Dimension

To conduct a thorough analysis and comprehensive product evaluation, it is important to consider aspects such as the dimensions of product diversity. According to Kotler in Dewi and Sidarko, (2018) there are four dimensions to product diversity:

- a. Width  
Width refers to the number of different product lines offered by the company. The more product lines a company has, the wider the product diversity.
- b. Depth  
Depth refers to the number of product variants within each product line. The more variants available in a product line, the deeper the product diversity.
- c. Extent  
Breadth refers to the number of market segments served by all the company's product lines. The more market segments reached, the wider the product diversity.
- d. Consistency  
Consistency is closely related to how closely related the product lineup is in terms of end use, production requirements, distribution channels, or other aspects. The closer the relationship between product lines, the higher the consistency of product diversity.

#### 2.6. Product Diversity Indicator

Good product diversity is achieved by meeting several indicators. The indicators of product diversity according to Utami (2017) suggest that things that need to be considered in product diversity:

- a. Product completeness.  
Product completeness refers to the number and type of products offered, the more product variations offered, the greater the company's opportunity for various consumer needs and preferences.
- b. Product brand  
Product brand is an important element in product diversity. A recognized brand can add value and attract consumers.
- c. Variety of product sizes  
The size of the product should be considered to cater to the diverse needs of consumers. For example, food or beverage products may be provided in large packages for families or small packages for individuals.
- d. Variations in product quality.  
Companies can offer products with different levels of quality to serve different market segments. For example, premium quality products for the upper segment and standard quality products for the middle market segment.

By offering different types of products, companies can more effectively meet the needs and preferences of diverse consumers, increase customer satisfaction, and expand the market. The use of strong brands can add value and attract consumers' attention, while the variety of product sizes and qualities allows companies to reach different market segments with diverse preferences and budgets.

### 2.7. Service Quality

According to Arianto (2018), "Service quality focuses on meeting needs and requirements, as well as on timeliness to meet customer expectations." According to Kasmir (2016), "Service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees." Based on the definition of some of these experts, the author concludes that service quality is a series of efforts and actions taken with the aim of meeting customer needs, requirements, and expectations by providing timely and satisfying service. In addition, service quality can also be applied not only to provide satisfaction to external customers, but also to provide satisfaction to employees or internal customers within the organization.

### 2.8. Dimensions of Service Quality

Service quality is an important factor affecting the level of customer satisfaction and loyalty and can be measured through various dimensions that include aspects such as reliability, responsiveness, certainty, empathy, and physical appearance. Indicators of service quality dimensions:

- a. Reliability (reliability) refers to the consistency and accuracy of the company in delivering services according to the promises made. The company can show satisfactory performance from the first time it provides its services. This dimension emphasizes the importance of fulfilling service commitments accurately and reliably.
- b. Responsiveness is a form of reflection of the company's willingness and ability to help customers readily and responsively in responding to their requests. This aspect prioritizes speed and responsiveness of service.
- c. Assurance includes knowledge, competence, politeness, respect for customers, and a trusted reputation from staff, where customers are free from risk or doubt. This dimension shows the company's capability to foster a sense of trust and confidence for its customers.
- d. Empaty (empathy) is an effort to understand customer needs and problems, then act to prioritize their interests by providing personal attention and operational and accommodating hours.
- e. Tangibel (tangible) relates to the appearance of the company's physical facilities, equipment, employees, and communication materials. Good physical condition will form a positive customer perspective on the quality of service received.

From these several dimensions, the author concludes that these dimensions are interrelated and important to pay attention to so that companies can provide quality services that satisfy customers and form consumer loyalty.

### 2.9. Service Quality Indicators

The indicators of service quality according to Kotler and Keller (2016):

- a. Reliability is the company's ability to provide services as promised, reliable, accurate and consistent.
- b. Responsiveness is the ability to provide services to customers quickly and hear and resolve customer complaints.
- c. Assurance measures the ability and courtesy of employees and the trustworthiness of employees.
- d. Empathy is giving sincere and individualized or personal attention to consumers by trying to understand consumer desires.
- e. Tangibles are the appearance of physical facilities and equipment that are well used to provide services to consumers.

From these indicators, the author concludes that these indicators are interrelated and affect the performance of human resources in the organization. The better the management of these various indicators, the more optimal employee performance can be achieved to support organizational achievement.

### 2.10. Consumer Satisfaction

According to Tjiptono (2017), "Consumer satisfaction is an evaluation where the perception of the performance of the selected alternative product or service meets or exceeds pre-purchase expectations." Meanwhile, according to Setyobudy (2019), argues "Consumer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met." From the explanation of several theories above, the authors conclude that customer satisfaction is a feeling of pleasure with what has been obtained after buying or using a product or service where expectations and needs are met.

### 2.11. Dimensions of Customer Satisfaction

Customer satisfaction refers to aspects or factors that play a role in creating the level of satisfaction felt by customers when interacting with products or services from a service. According to Fandy (2019:), customer satisfaction has two dimensions:

- a. Performance is a high performance produced by employees will help the company in the process of achieving its goals. In creating a satisfaction, employees must provide the best in a service such as friendliness, and accuracy of performance in serving customers. With better performance provided by employees, it can provide customer satisfaction.
- b. Expectations are consumer satisfaction, generally the expectations, estimates or beliefs of customers about what the customer himself receives such as the expected product quality, expected product features, and the quality of service provided by employees to customers. This must be done well to create satisfaction.

Broadly speaking, these two dimensions emphasize the importance of good employee performance in providing services and the quality-of-service products in accordance with customer expectations to create customer satisfaction, which in turn will help achieve company goals.

### 2.12. Consumer Satisfaction Indicator

The following are indicators of customer satisfaction according to Tjiptono (2019):

- a. Overall customer satisfaction refers to the subjective assessment or perception of customers of their overall experience in using or consuming a product or service.
- b. The dimensions of customer satisfaction refer to the aspects that contribute to customer satisfaction. This dimension includes product quality, price, service, product features, and so on.
- c. Confirmation of expectations, which refers to the extent to which the performance of the product or service exceeds expectations, the customer will be satisfied and vice versa.
- d. Repurchase intention, which refers to the tendency or desire of customers to repurchase products or reuse the same services in the future.
- e. Willingness to recommend, which refers to the customer's desire to recommend products or services to others, such as family, friends, or coworkers.

Thus, customer satisfaction is very important because it is related to customer loyalty and retention, which ultimately affects the sustainability and growth of the company's business.

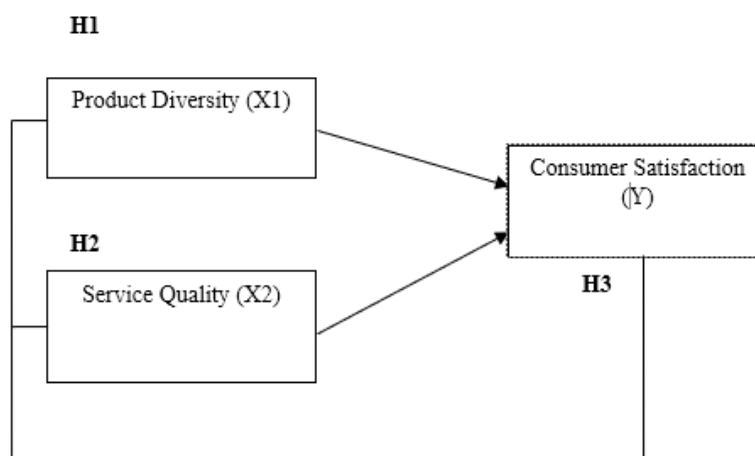


Figure 1. Conceptual Framework

Hypothesis in research:

- a. It is suspected that the product diversity variable affects customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.
- b. It is suspected that service quality variables affect customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.
- c. It is suspected that the variables of product diversity and service quality both affect customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.

### 3. RESEARCH METHOD AND MATERIALS

#### 3.1. Location and Time of Research

This research was conducted in Sinyonyoi Village, Kalukku Sub-district, Mamuju Regency, West Sulawesi.

#### 3.2. Type of Research

- a. Qualitative data is data obtained from direct observation of Al Mubarak Supermarket consumers, where the data is written in the form of sentence descriptions or narratives regarding customer satisfaction at Al Mubarak Supermarket in Bulu Parigi Village, Barasm District, Pasangkayu Regency.

- b. Quantitative Data, is data obtained from consumers of Al Mubarak Supermarket which is generated from respondents' responses through numbers that have been made by researchers and given to consumers to be responded to in accordance with the statements on the research questionnaire and the results will be processed and analyzed in accordance with the analysis method in accordance with the subject matter that will be known to be true until the results can be seen.
- c. Primary data, is data obtained through respondents' questionnaire statements, the questionnaire prepared is in the form of several statements with several alternative responses.
- d. Secondary data, is data obtained through recording Al Mubarak documents that have to do with the research discussion.

### 3.3. Population and Sample

According to Sugiyono (2019), Population is "a generalization area consisting of objects or subjects with certain quantities and characteristics set by researchers to study and then draw conclusions. So the population is not only people, but also objects and other natural objects. The population in the study were people who were consumers of Al Mubarak Supermarket. According to Sugiyono (2019), the sample is part of the number and characteristics of the population concerned. When the population is large and it is not possible for researchers to study the entire population due to constraints such as limited funds, energy, and time, the use of samples taken from the population becomes an option. This study uses non-probability sampling because the population is unknown. So, the calculation of the number of samples uses the Cochran formula.

$$n = \frac{z^2 pq}{e^2}$$

Description:

n = Number of samples determined

z = Normal curve for 5% deviation, with a value of 1.96.

p = Chance of being correct 50% = 0.5

q = 50% chance of being wrong = 0.5

e = Sampling error, 10% = 0.1

Then get the number of samples as follows:

$$\begin{aligned}
 n &= \frac{z^2 pq}{e^2} \\
 n &= \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} \\
 n &= \frac{(3,84)(0,25)}{0,01} \\
 n &= \frac{0,9604}{0,01} \\
 n &= 96,04
 \end{aligned}$$

The results of the Cochran formula calculation show that the number of samples in this study was 96.04, which was then rounded up to 96 samples as respondents. Then according to Sugiyono (2019), "incidental sampling is a sampling technique based on chance, that is, anyone who by chance or incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to meet was suitable as a data source".

### 3.4. Data Analysis Method

Analysis using multiple linear regression formulas as quoted by Husain Umar (2011: 213), namely:

$$Y = a + b X_{11} + b X_{22} + e$$

Information:

- Y = Consumer Satisfaction
- a = Alpha (constant)
- b -b<sub>13</sub> = Regression Coefficient
- X<sub>1</sub> = Product Diversity
- X<sub>2</sub> = Service Quality
- e = Error

To prove the hypothesis that has been put forward, this study used quantitative data analysis using multiple linear regression methods. Quantitative analysis is an analysis that uses data expressed in numerical form where these data are variables that are considered to have an effect on customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.

#### 4. RESULTS AND DISCUSSION

##### 4.1. Validity test results

According to Ghozali (2018), validity "shows how far a test or a set of operations measures what should be measured. Measuring validity can compare the r-calculated value with the r-estimated value where if r-calculated > r-estimated value the statement item is considered valid".

**Table 1. Validity Testing Results**

Variables	Item Statement	r-calculated	r-estimated	Info
Product Diversity (X1)	Statement X1.1	0,659	0,200	Valid
	Statement X1.2	0,733	0,200	Valid
	Statement X1.3	0,760	0,200	Valid
	Statement X1.4	0,785	0,200	Valid
	Statement X1.5	0,708	0,200	Valid
Service Quality (X2)	Statement X2.1	0,773	0,200	Valid
	Statement X2.2	0,756	0,200	Valid
	Statement X2.3	0,766	0,200	Valid
	Statement X2.4	0,849	0,200	Valid
	Statement X2.5	0,757	0,200	Valid
Consumer Satisfaction (Y)	Statement Y1	0,772	0,200	Valid
	Statement Y2	0,742	0,200	Valid
	Statement Y3	0,853	0,200	Valid
	Statement Y4	0,837	0,200	Valid
	Statement Y5	0,525	0,200	Valid

Source: SPSS output results processed, 2024

Based on the data presented in table 1, all statement items in the variables of product diversity, service quality and customer satisfaction have a r-calculated value greater than the r-estimated. So that all statement items in the variables of product diversity, service quality and customer satisfaction are declared valid.

##### 4.2. Reliability Test

The reliability test is carried out to measure a questionnaire which is an indicator of the variable. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. The indicator for the reliability test is Cronbach Alpha, a variable is said to be reliable if it provides a Cronbach Alpha value > 0.70. (Ghozali, 2011)

**Table 2. Reliability Test Results**

Variables	N of Items	Cronbach's Alpha	Limit	Info
Product diversity (X1)	6	0,787	0,6	Reliable
Service Quality (X2)	6	0,801	0,6	Reliable
Consumer Satisfaction (Y)	6	0,793	0,6	Reliable

Based on the results of the Cronbach's Alpha statistical test presented in table 2, the product diversity, service quality and customer satisfaction variables have a Cronbach's Alpha value greater than 0.6. So, it is concluded that the variables of product diversity, service quality and customer satisfaction are declared reliable.

**4.3. Multiple Linear Regression Analysis Results**

Multiple linear analysis is used to answer the hypothesis whether organizational climate, work discipline and work motivation affect employee performance at the West Sulawesi Provincial Education and Culture Office. Hypothesis testing is used to determine whether or not there is an influence between the independent variables on the dependent variable, the results of hypothesis testing are as follows:

**Table 3. Multiple Linear Regression Analysis Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constan)		15.780	3.278		4,815	0,000
Product diversity		-0.058	0.109	-0,053	-0,528	0,599
Service Quality		0.304	0.110	-0,275	2,764	0,007
Dependent Variable: Consumer Satisfaction						

Based on the results obtained from the regression coefficients above, a regression equation can be made as follows:

$$Y = a + b X_{11} + b X_{22} + e$$

$$Y = 15.780 + -0.058(X1) + 0.304(X2) + e$$

Where:

Based on the table above, it can be concluded as follows:

- a. The constant value in the multiple linear regression equation has a value of 15.780. This shows that when all the independent variables of (product diversity, and service quality) there is no change up or down or customer satisfaction at Al Mubarak Supermarket in Baras District remains at the base level of 15.780. In other words, without the influence of these factors, consumer purchasing decisions will remain constant at a value of 15,780.
- b. The regression coefficient value on the product diversity variable (b1 = -0.058), the value of the regression coefficient is negative which indicates that the product diversity variable has a negative effect on customer satisfaction, in other words, when product diversity increases by at least one increase, it will reduce customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency by -0.058.
- c. The regression coefficient value on the service quality variable (b2 = 0.304), the regression coefficient is positive which indicates that the service quality variable has a positive effect on customer satisfaction, this is when the quality of service is an aspect of the business, consumers will feel valued so that there is a feeling of satisfaction and increase the increase in consumers at Al Mubarak Supermarket. So, it can be estimated that every one increase in the product diversity variable will increase customer satisfaction at the Al Mubarak Supermarket business in Baras District, Pasangkayu Regency by 0.304.

#### 4.4. T-Test Results (Partial Test Results)

Partial testing is carried out with the aim of knowing the individual effect of the independent variable on the dependent variable. The decision-making criteria are by comparing the ttable value with the tcount value. The significance level used is 5% or 0.05. The results of the analysis for the product diversity variable, obtained the t-calculated value = -0.528 and the significance value (Sig = 0.599). By using the significance limit  $\alpha = 0.05$  and the degree of freedom ( $df = n - k = 96 - 3 = 93$ ), the ttable value = 1.661 is obtained, then it can be seen that the tcount value is smaller than the ttable ( $-0.528 < 1.661$ ), and the significance value ( $Sig = 0.599 > \alpha = 0.05$ ), thus  $H_0$  is accepted in the t test which states that product diversity does not significantly affect customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency. The results of the analysis for the service quality variable, obtained the tcount value = 2.764 and the significance value (Sig = 0.007). By using the significance limit  $\alpha = 0.05$  and the degree of freedom ( $df = n - k = 96 - 3 = 93$ ), the t-estimated value = 1.661 is obtained, then it can be seen that the t-calculated value is greater than the ttable ( $2.764 > 1.661$ ), and the significance value ( $Sig = 0.007 < \alpha = 0.05$ ), thus  $H_{a2}$  is accepted so that service quality has a significant effect on customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.

#### 4.5. F-Test Results (Simultaneous Test Results)

Simultaneous statistical testing or simultaneous testing is carried out with the aim of describing all the abilities of independent variables included in the model that have a simultaneous influence on the dependent variable. Simultaneous hypothesis testing criteria are carried out by comparing fcount with ftable. the significance level used is 5% or 0.05

Table 5. F-Test Results (Simultaneous)

ANOVA <sup>a</sup>						
	Model	Sum of Square	Df	Mean Square	F	Sig.
1	Regression	65,137	2	32,568	3,959	,022b
	Residuals	766,020	93	8,226		
	Total	830,156	95			

Based on the results displayed in table 24 or ANOVA, it is found that the Fcount value is 3.959 with a significance level (Sig 0.022). Using a significance threshold of 0.05 and degrees of freedom ( $df_1 = k - 1 = 3 - 1 = 2$ ) and ( $df_2 = n - k = 96 - 3 = 93$ ), the f-estimated obtained is 2.70. The comparison shows that Fcount is greater than f-calculated ( $3.959 > 2.70$ ) as well as the significance value ( $Sig = 0.022 < \alpha = 0.05$ ). The interpretation of these results indicates that the variables of product diversity and service quality, the three tested together, have a significant influence on customer satisfaction at Al Mubarak Supermarket located in Baras District, Pasangkayu Regency. In the sense that this interpretation indicates that the variables tested do have a real influence together on the observed results.

### 5. CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn

- Partially identifies that product diversity does not significantly affect customer satisfaction at Al Mubarak Supermarket, Baras District, Pasangkayu Regency. Land area has a partially significant effect on the income of corn farmers in Sinyonyoi Village, Kalukku District, Mamuju Regency.
- Service quality partially has a significant effect on customer satisfaction at Al Mubarak Supermarket, Baras District, Pasangkayu Regency.
- Simultaneously, product diversity and service quality, when tested together, have a significant effect on customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency. This is indicated by the calculated f value higher than the f table and a significance value of less than 0.05, indicating that the two variables together have a significant impact on customer satisfaction.

Based on the analysis and discussion of the above conclusions, the suggestions that can be conveyed are as follows.

- a. Prioritize efforts to improve service quality to increase customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.
- b. Conduct an in-depth assessment of product diversity to better match consumer desires at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.
- c. Combine efforts to increase product diversity and service quality to obtain more optimal results in customer satisfaction at Al Mubarak Supermarket in Baras District, Pasangkayu Regency.

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