



## SERVICE AND CUSTOMER SATISFACTION AT ALFAMART AND WHOLESALE IN MEDAN

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### ABSTRACT

Business in the shopping sector is currently experiencing very rapid progress. The phenomenon of the establishment of various supermarkets in big cities is a challenge for the people who keep up the wholesale. The purpose of this study was to determine and analyze the differences in customer satisfaction levels in shopping in the minimarket. The methods used were questionnaire method, observation method and documentation method. The highest value is in the claim that the place is clean and comfortable, the quality of the layout is clean and orderly, and the employees have a good view of what Alfamart has. The highest value is in the claim that the wholesaler has an affordable product price for all sections of the society, so that more consumers go to the Wholesaler to buy goods in larger quantities.

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## 1. INTRODUCTION

The competition in the business world today is accelerating when itmaking a business so much more about marketing strategies to maintain that business. Companies that want to grow need to provide the best possible service to their customers / consumers. Starting in terms of uniqueness as well as the quality exhibited by the company is an advantage for the company. Companies that have demands are required to have a good image in order to benefit and want customers.

Customers are users of goods or services who participate in some purchases are strongly influenced by a number of factors such as external and internal factors. These factors can be applied to buying products for customers. Customer satisfaction is concerned with the assessment of product performance and in relation to expectations, so that the better desire that includes good quality is to achieve customer satisfaction. Customers or customers are lost, because of poor or unattainable service.

Price is an exchange tool for giving the value of the currency contained in a good or service, and currency is used as a measuring tool. The notion of price target can be derived from the above notion, and the specific price tag previously imposed by the company will follow its implementation. The pricing policy is included for the main measures of supporting and guiding pricing in order to create a relationship between service owners and communication.

**2. RESEARCH METHODE**

1. Questionnaire Method Questionnaire

is the most common data collection technique we know and use for the correspondents in order to complete some statements that have to be followed according to the science and honesty of the respondents. The scale used as a questionnaire was divided into 2 namely Alfamart and Wholesale. From some of the statements available to members it may be necessary to refer to Alfamart or Wholesale so that they can be found differently.

2. Observation Method The

study used the participant observation method, in which the activity with the activity was the target when observed and the researcher conducted the observation by directly participating in the activity at Alfamart and Grosir on Jl. Bromo, Medan City.

**Alfamart**

Alfamart is a retail distributor services company that provides basic daily necessities with approximately less than 250m<sup>2</sup>. Alfamart's geographic targets are residential areas, public facilities, and office buildings. The target demographic is housewives, children, middle-class (socio-economic groups B and C). Alfamart's motto is "satisfied shopping, right price".

**Wholesale**

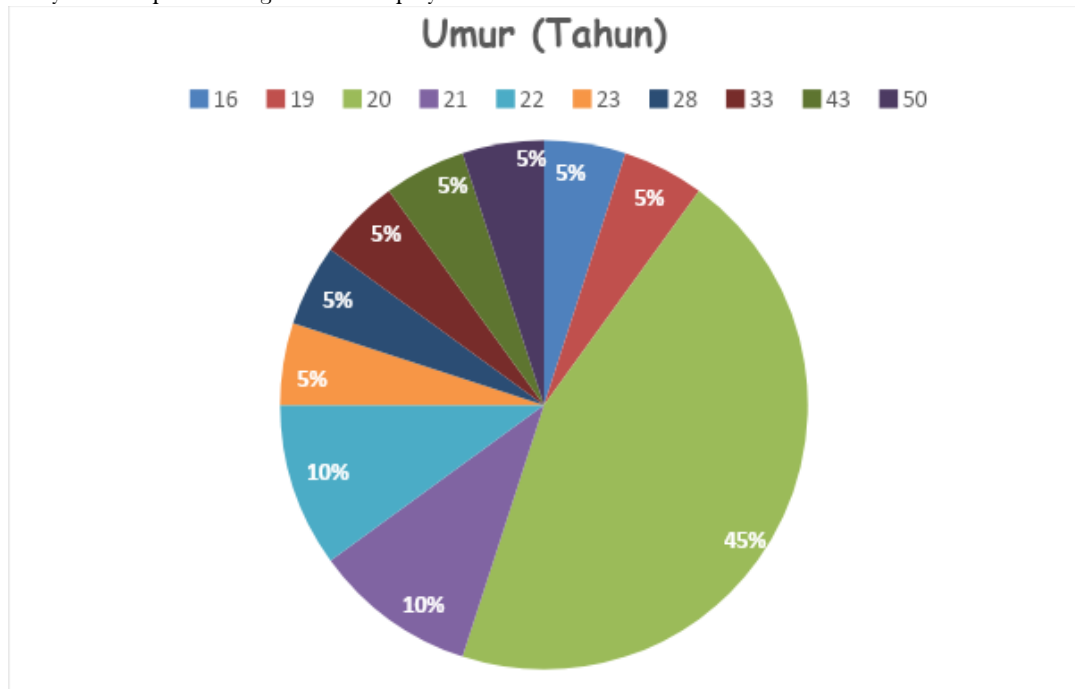
Wholesale all activities are launching products or services to them in order to produce or business and retail, wholesale as meaning that they trade with great understanding. Large -scale trade in the broadest sense is the sale and all activities associated with the sale of goods or services to a buyer, meaning that they can be reproduced or used in the business itself.

**3. RESULT AND ANALYSIS**

**Characteristics of Respondents**

**Age**

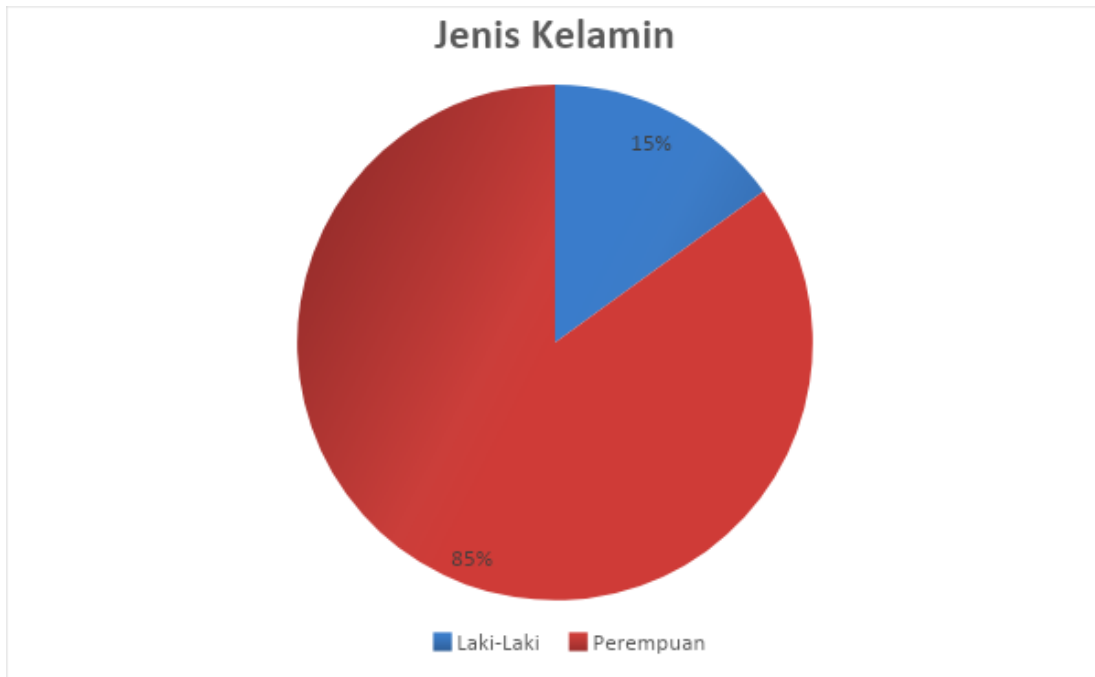
analysis in response to age can be displayed in the table is :



the results of research on top daoat found 20 people respondents aged 1 person age 16 years, 1 man aged 19 years, 9 men aged 20 years, 2 people aged 21 years, 2 people aged 22 years old, 1 person is 23 years old, 1 person is 28 years old, 1 person is 33 years old, 1 person is 43 years old, and 1 person is 50 years old. Thus, you can accomplish when adults 20-22 years much more than Walmart or a grocery to buy necessities.

**Gender**

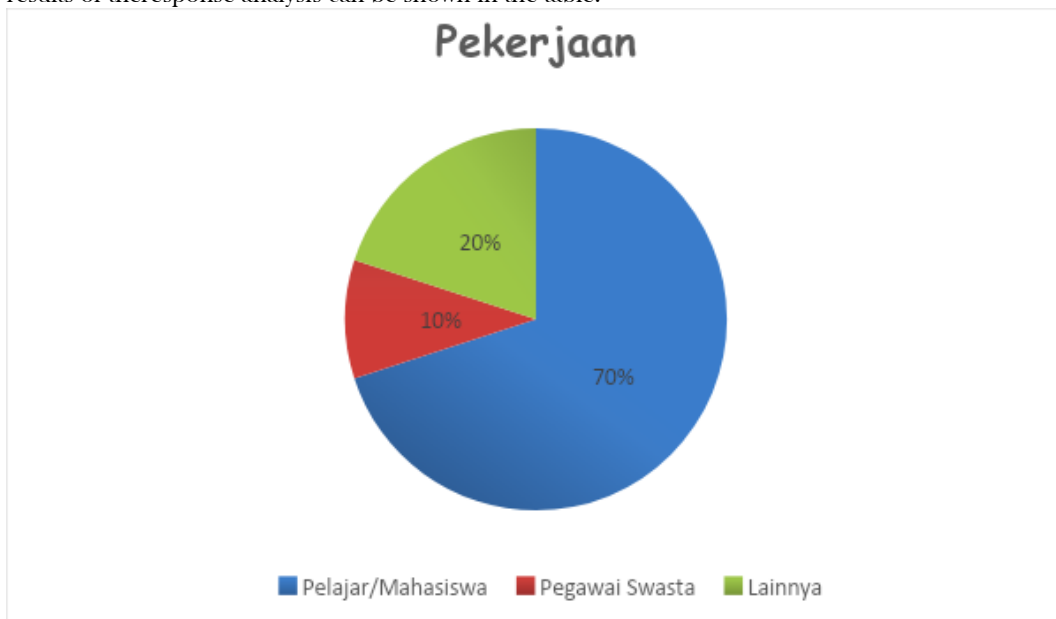
analysis responded by Gender can be displayed in the table below: according to



the results of research could be understandable, 3 respondents are men and 17 were female sex. Thus it can be concluded that girls and dominant are preferred by Alfamart and Wholesale, this is because women are the most popular segment of the retail market.

#### **Employment TheEmployment**

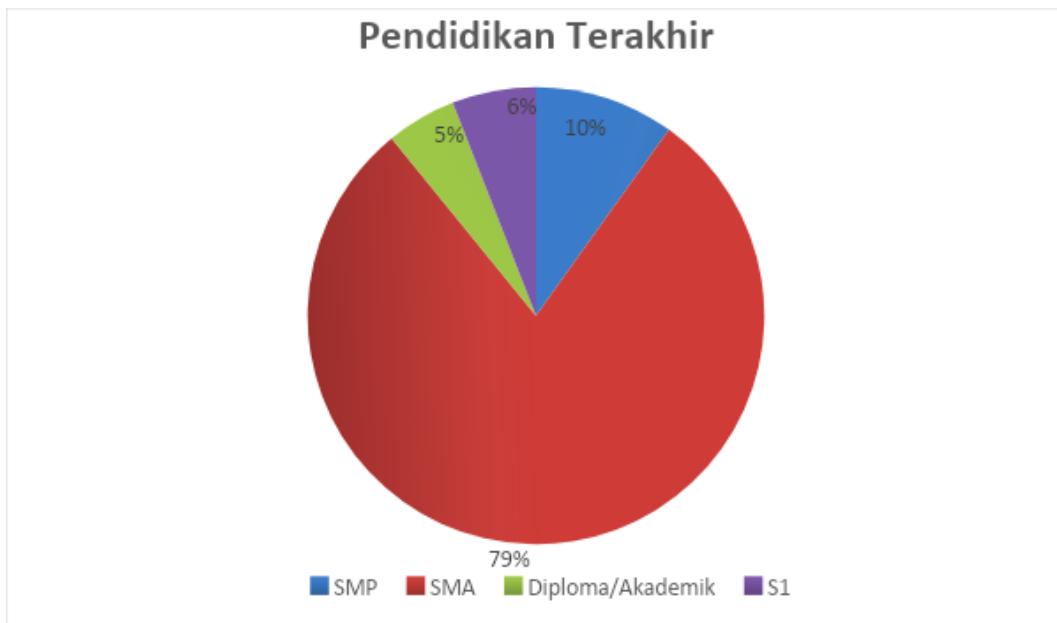
results of theresponse analysis can be shown in the table:



reported research results are 14 student / student respondents, 2 respondents have duties as private officials, and 4 respondents have other occupations.

#### **Occupation**

analysis react based on Latest Education can be displayed in the tables:



the results of research on the top can dikatutake yen, harvest their own education last school about 2 people who have education terakhir High School about 16 people, the uneducated last Diploma / Academic around 1 people, and those who have graduated S1 about 1 person. Thus it can be concluded that more about Alfamart or Wholesale with a late high school education, this happens because on average the majority of residents around high school graduates, to meet many of the needs discussed in Alfamart and Wholesale.

**Production Average Monthly**

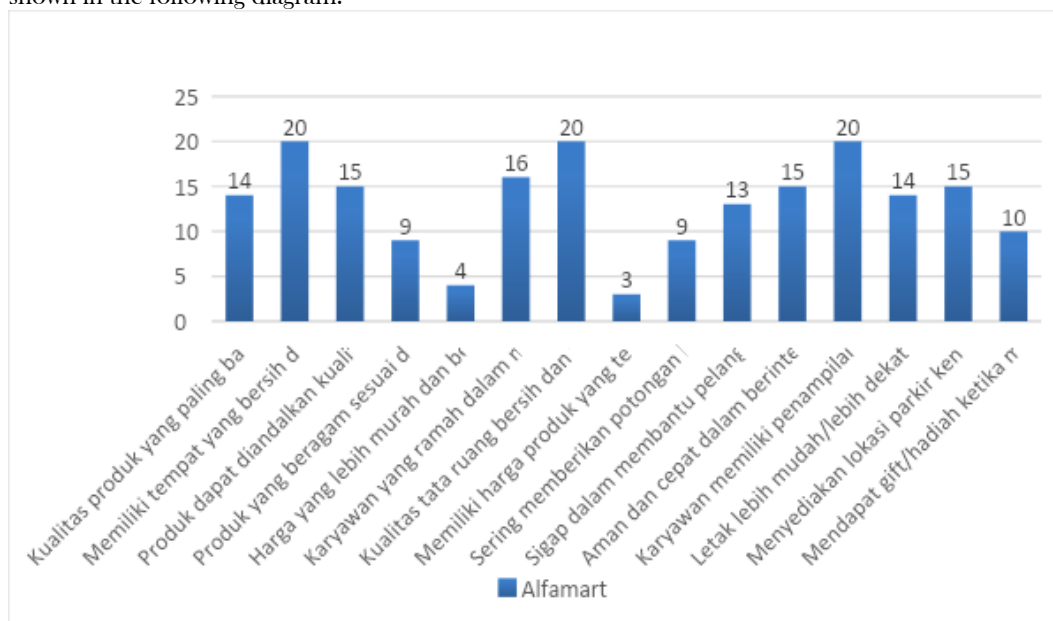
analysis react Production Average Monthly can be shown the table below: according to



the results of research on the top so dikatutake, issued have an average monthly <500,000 every 5 men, who have an average monthly average 500.000-1.000.000 of 6 people, who have an average monthly 1.000.0000-2.000.000 more than 6 people and have an average monthly 2.000.000-3.000.000 more than 3 people. Thus, it is concluded that the dominant response made in Alfamart and Wholesale producing more than 500,000-2,000,000, this shows that the production to pay the daily cost is only a few, consumers can also participate in cheaper places or give discounts to minimize production monthly. As a manufacturer it is used to offer the best price in order to attract the purchasing power of consumers.

**Data Analysis of Customer Satisfaction Survey to Alfamart**

The description for the item called questionnaire asked about customers in Alfamart consumers can be shown in the following diagram:

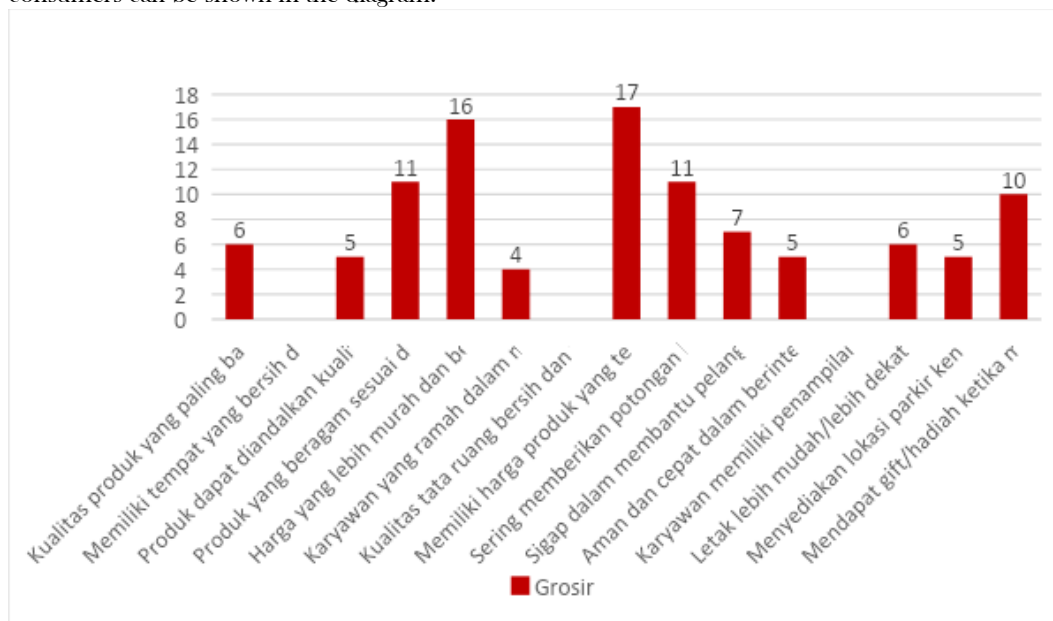


The highest value is that they have a clean and comfortable room, clean and uncluttered layout quality, and employees have an existing appearance at Alfamart making it easier for consumers to find things to use and a clean space makes Alfamart responsive until everything Alfamart is cleaner, it can't be made, employees create rapport that will be better in lyrics to respond. While the lowest value is that there is a product price reached by all sections of the community in Alfamart, to give the demand in Alfamart to get the normal price, but in fact Alfamart price is higher even the best place and now still a participating consumer at a better price if available at Alfamart.

The value is shown that the perception of the appraisal responds strongly to the comfort and cleanliness of the arrangement of goods available at Alfamart.

**Customer Satisfaction in Wholesale**

The description for the item called a questionnaire distributed about customer satisfaction in wholesale consumers can be shown in the diagram:



The highest value is a report that has products that can be found by all communities that make more consumers go to Wholesale to buy goods in quantity more so in order to get a lower price and generally among those who run a lot of effort and mothers who are involved in making it every day can increase their monthly costs. While the lowest values were those who stated that they had a clean and comfortable space, the quality of the space was clean and well-organized, and the employees had an appearance that was in the wholesale to the point of making consumers uncomfortable entering the wholesale these items are items that have not been found. neat and mixed-made goods are out of place, consumers to complete Wholesale can be more tidy indoors and goods that previously made consumers into goods that are easily found in the village.

The value is shown if the appraisal perception responds strongly to the wholesale price corresponding to the consumers in order to achieve the payment result.

Wholesale all activities involving the sale of goods or services to the seller is going to be sold again or business and retail, began to sense a wholesale equivalent meaning trade large grocery includes wholesalers that sell money, wholesale with trucks, wholesale brokers, wholesalers shelf, manufacturer's cooperatives, wholesalers served by post.

#### 4. CONCLUSION

the results of research on the top so dikatutake, issued by monthly average <500,000 up to 5 people, who have an average monthly average of about 6 500.000-1.000.000 people, who have an average median ambulance 1,000 .0000-2.000.000 number 6 and who have an average monthly average 2.000.000-3.000.000 more than 3 people.

The highest value is the report that it has a clean and comfortable space, the quality of the space is clean and well-organized, and the employees have an appearance at Alfamart making it easy for consumers to find items to use and a cleaned space to choose Alfamart until Alfamart is more clean, maybe, employees create a neat that will be better than lyrics to respond.

While the lowest value is that there is a product price reached by all sections of the community in Alfamart, to give the demand in Alfamart to get the normal price, but in fact Alfamart price is higher even the best place and now still a participating consumer at a better price if available at Alfamart. The highest value is a report that has the price of a product launched by all walks of life which makes more consumers go to the Wholesale to buy goods in larger quantities so that the price can be cheaper and is usually used among open business and adoring mothers to require daily necessities that can produce monthly production.

While the lowest values were those who stated that they had a clean and comfortable space, the quality of the space was clean and well-organized, and the employees had an appearance that was in the wholesale to the point of making consumers uncomfortable entering the wholesale these items are items that have not been found. neat and mixed-made goods are out of place, consumers to complete Wholesale can be more tidy indoors and goods that previously made consumers into goods that are easily found in the village.

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