

Approach to Qualitative Methods in Digging Deeper: Influence of Product Quality, Service Quality, and Customer Satisfaction on Consumer Loyalty (Case Study at Alfamart Retails in East Java)

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Abstract

Purpose - This paper aims to determine of approach to qualitative methods in digging deeper into the influence of the quality of service, product quality and customer satisfaction on consumer loyalty and case study at retails Alfamart in East Java. **Design/methodology/ approach** - Field research was conducted. The guidelines for each informant interviews were prepared of the question research and relevant with subjects. **Findings** - Based on the results of in-depth interviews, the researchers get more input on the role of the variables: quality of service, product quality, customer satisfaction and all variables have a significant effect on customer loyalty. **Research limitation/implications** - Firstly the growth in the number of modern retail every year is grow up to 30% and samples were taken only from three district and in fact in East Java has 38 districts. Secondly modern retail studied specifically only Alfamart retails and many modern retail in addition to Alfamart.

Keywords: qualitative, retail, alfamart, service, product quality, satisfaction, customer loyalty

1. Introduction

Alfamart (PT Sumber Alfaria Trijaya) is Indonesia's leading retail players who are easy to find around us. Alfamart already spread all over Indonesia more than 7,000 outlets and serving the daily needs of the surrounding community. Competition amid an increasingly competitive retail business, Alfamart want to create differentiation in providing a new shopping experience in each of its outlets minimarket. To achieve these objectives, they collaborated with Redspace as branding partner to deliver solutions and visual strategies. With the spirit of innovation, Alfamart strive to provide the best for consumers, employees and the communities around them. This change is expected to help develop their thinking and provide what is needed in order to be a smart choice for Indonesian families (Marketplus, 2015)

Sutanto and Minantyo (2014) that "everything has become practical as a mandatory requirement of modern humans at this time. Time constraints make consumers expect services that make it easier to meet needs without having to sacrifice a lot of time. One to meet the needs of consumers, namely services to consumers at a time when consumers shop at retail stores or modern, thus both the growing number of people from year to year and is also followed by the better economic growth, the modern retail business is an opportunity business potential "Dozens of foreign retail outlets open queue and the reason for that is always tempted turnover growth in double digits, dozens of world-class retail queued requested permission to open outlets in Indonesia

Ma 'Ruf 2005 in Sutanto and Minantyo (2014) that there are three main factors that have an influence on retail Indonesia in general so that the growth of retail business in the last three years is encouraging because it is supported by three factors include: the first is supported by the economic growth associated with income per capita of the population in Indonesia from year to year the increase, the second is the demographic factor, it is the increase in the population of Indonesia, increasing the lower class and the middle class be shifted to the upper class and the third is a socio-cultural factors, namely changes in lifestyle to become change the spending patterns. In the current era of globalization is that consumers want a safe place to shop, convenient and easy to get to location for shopping, relatively many product variations, and also can be useful as a place of recreation and not simply just go shopping.

2. Literature Review

2.1 Modern Retail Business in Indonesia

Retail business in general is selling a variety of business activities for the consumption of goods or services directly or indirectly. In the retail business trade linkages in the final part of the process of distribution of goods or services and direct contact with consumers. In general, retailers are not making goods and do not sell to other retailers.

However, in the practice of modern retail business is not currently a possibility; many small retailers buy goods in large retail outlets, given the price differences that appear at times certain promotions conducted by large retailers. Retail business in Indonesia can be generally classified into two, namely, modern retailing and traditional retailing. Modern retail is actually a development of traditional retail, which in practice apply modern concepts, the use of technology, and lifestyle to accommodate developments in society (consumers) Beginning in the 1990s as a starting point in the Indonesian retail business development. Marked with the

operation of one of the major retail companies from Japan, namely "SOGO". Furthermore, with the issuance of Presidential Decree No. 99/1998, which abolished the ban on investors from outside to get into the retail business in Indonesia, its development becomes more rapid.

(<http://dondyannugrah.blogspot.com/2009/10/bisnis-ritel-modern-indonesia.html>).

2.2. *Product Quality*

Jakpar et.al. (2012) that product quality is product features matched with 8 dimensions namely, performance, durability, features, conformance, durability, serviceability, reliability, and customer-perceived quality. Payne 1993 in Hidayat (2009) provides a definition of product quality is a forms a complex with satisfaction scores. Every consumer buy a product associated with a benefit or advantage which will be received. Therefore, each product to be sold should meet the expectations of consumers, so that the product meets specifications and that no defective products discovered by the consumer. Garvin (1988), briefly, performance is the products primary operating characteristic, features is mean to the additional features for the product, conformance is representing the extent in which the design of product"s n and also its operating features met the established standards, reliability specifies the probability that the product will be operating properly over a specific period of time under the stated condition of used, durability is the means of the overall amount of the consumers get to use the product before the product physically deteriorates or until it need to be replaced, serviceability is referring to the speed, competency, and courtesy if repairs, aesthetics is how the product appeal to the five sense and lastly customer perceived quality indicates the customer's perception of a quality of product's , which it basically on reputation of the firm.

Luthfia 2012 and Iswayanti 2010 in Kodu (2013) that the quality can mean the ability of the product to perform its functions which include durability, reliability or progress, strength, ease in packaging and product repair and other features, while the product is defined as consumer perception translated by producers through their production or the quality of the product quality is affected by the factors that will determine the quality of the goods that can fulfill its purpose to increase sales volume.

Kotler & Armstrong (2012: 283) in Lensum at al. (2014) expressed the sense of the quality of the product is the ability of a product to demonstrate its functions, it includes the overall durability, reliability, accuracy, ease of operation and repair products as well other product attributes. Tjiptono (2008: 298) in the Lensum at al. (2014) argue the quality is the combination of characteristics which determine the extent to which can fulfill the prerequisites of customer needs or assess how far the properties and characteristics that meet their needs

2.3. *Service Quality*

Parasuraman et al. in Sancoko (2010) that "the service quality is a measure in determining customer satisfaction" and the gap will occur when the service was not obtained in accordance with customer expectations. A similar statement was submitted by Tjiptono in Salim et al. (2011) that the service quality is identified as a measuring instrument that is essentially how well the level of services provided in satisfying customers. During the past few decades service quality has drawn a lot of attention from researchers and practitioners due to its strong effect on business performance. Furthermore, Santos (2003) that service quality is usually understood as a measure of how well the level of the delivered services matches customer's expectations.

As an example, the definition of Gronroos 1984 in Santourid, and Trivellas (2010) that service quality as "the outcome of an evaluation process, where the consumer compares his expectations with the service he perceives he has received".

Parasuraman et al. 1985 in Culiberg and Rojsek (2010) that within the SERVQUAL model, service quality is defined as the gap between customer perceptions of what happened during the service transaction and his expectations of how the service transaction should have been performed. SERVQUAL refers to five dimensions of quality: (1) Reliability (delivering the promised outputs at the stated level), (2) Responsiveness (providing prompt service and help to customers; the reaction speed plays a vital role here), (3) Assurance (ability of a service firm to inspire trust and confidence in through knowledge, politeness and trustworthiness of the employees), (4) Empathy (willingness and capability to give personalized attention to a customer), (5) Tangibles (appearance of a service firm's facilities, employees, equipment and communication materials).

Tsoukatos and Rand (2010) several instruments have been introduced for measuring service quality, the most prominent of which is SERVQUAL. The metric is designed to fit a variety of service sectors. "It provides a basic skeleton through its expectations and perceptions format, encompassing statements for each of the five service-quality dimensions

2.4. *Customer Satisfaction.*

Malik & Ghaffor (2012) that customer satisfaction can be defined in terms of meeting the expectations of the customers in terms of parameters associated with satisfaction and Bastos and Gallego, 2008 in Jahanshahi et

al.(2011) that customer satisfaction has been defined in various ways, but the conceptualization, which appears to have achieved the widest acceptance, is that satisfaction is a post-choice evaluative judgment of a specific transaction. For while the literature contains significant differences in the definition of satisfaction, all the definitions share some common elements Giese and Cote, 2002 in (Jahanshahi et al.,2011). When examined as a whole, three general components can be identified: (1) Consumer satisfaction is a response (emotional or cognitive), (2) The response pertains to a particular focus, and (3) The response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

Customer satisfaction can be defined in terms of meeting the expectations of the customers in terms of parameters associated with satisfaction Malik and Ghaffor (2012), while Hallowell (1996) opinion is of customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship – where value equals perceived service quality relative to price and customer acquisition costs.

Srijumpa et al., 2007 in Bharwana et al. (2013) that customers' satisfaction is defined through different perspectives. At another phase, customer satisfaction is the response of completion of consumers' needs. It is considered as "the feeling of welfare resulted from experience of use". Based on translation of many researchers it was observed that satisfaction is a sense of feeling which comes from a procedure of interpreting and judging what is received as a result of expectation as an inclusion of wishes and requirements coupled with the purchase and purchase choice and also from of view cumulative satisfaction is used more as compared to definite satisfaction for evaluation of performance of any firm and attitude of customer (Wang et al., 2004).

Thorsten and Alexander, 1997 in Sabir et al. (2014) found customer satisfaction with the product and services of company as the strategic factor for competitive advantage. In the context of relationship marketing, customer satisfaction is the way that leads to long term customer retention because un satisfied customers have very high switching rate (Lin and Wu, 2011).

2.5. Customer Loyalty

In general that the meaning of customer loyalty is customers' continuous purchasing or buying behavior toward the merchandise of a specific retail store, however, consumers believed that if a customer was satisfied with a retail store's commodities and also services, they would want to promote that retail store positively through word-of-mouth. Therefore can be concluded defined attitudinal loyalty as a favorable evaluation that is held with stability and sufficient strength to promote a repeatedly favorable response towards a product and services too. But as suggested by several researchers Dean, 2007; Blak and Parks, 2003; and Bell et al, 2005 in Jahanshahi et al. (2011) there are two types of loyalty; attitudinal loyalty and behavioral. The behavioral aspects of the customer loyalty were characterized in terms of repurchase intentions, word-of-mouth communication, and recommendations of the organization Karatepe and Ekiz, 2004; Yi, 1990; and Zeithaml et al., 1996 in (Jahanshahi et al., 2011).

Sum and Hui (2009) that loyalty refers to a favorable attitude towards a brand in addition to purchasing it repeatedly, repeat purchase intentions and behaviors, a situation when repeat purchase behavior is accompanied by a psychological bond, and a relationship between relative attitude towards an entity and repeat patronage behavior. Customer loyalty is generally described as occurring when customers repeatedly purchase a good and service over time, moreover customers hold favorable attitudes towards the company supplying the good and service. While customer loyalty is a key mediating variable in explaining customer retention and it concerns with the likelihood of a customer returning, making business referrals, providing strong word-of-mouth, as well as providing references (Sum and Hui, 2009)

The meaning of a customer loyalty according to Griffin (2005) is a customer who has characteristics such as making a purchase over and over again on the same business entity regularly purchasing product lines and services offered by the same business entity, to advise people More about satisfactions obtained from business entities, and indicates immunity to the offerings of competitors enterprises. Consumer loyalty in general can be interpreted on a person's loyalty products, both goods and services. Consumer loyalty is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, and to remain a customer of the company. Loyalty is evidence that consumers often become customers, who have strength and positive attitude of the company. From the above it can be seen that each customer has different loyalty policy, it depends on their objectivity.

In a retail setting, the interaction between customers and salespersons constitutes a unique and important dimension of performance. Such interaction could have a strong impact on retail customer loyalty Darian et al., 2001 in (Sum and Hui,2009).

3. Research Method.

This type of research that will be used is qualitative research which in this study as a process that is trying to get a better understanding. Poerwandari (2007) revealed that qualitative research to produce and process the data that are descriptive, such as interview transcripts, field notes, drawing or photograph, videotape, and others.

Some keywords in the qualitative research, namely: processes, understanding, complexity, interaction, and human. Thus the process of doing research is the emphasis on qualitative research, so that in conducting the study, researchers focused more on the process than on the final result.

Data Collection Techniques used in this Study as follows:

3.1. Observation Techniques.

Observation techniques, namely data collection through systematic observation and recording of the phenomena under investigation. meaning that the data must be in-depth and detailed observations. Through observations researchers learn about behavior and the meaning of such behavior. The main goal is to engage the reader observation evaluation report into the background of a program that has been observed. This As a means of collecting data, direct observation will provide a very important contribution in the research descriptive. Certain types of information can be obtained either through direct observation by the researcher.

Data collection techniques in qualitative research are very diverse, this is because the nature of qualitative research is open and flexible data collection method in qualitative research is very varied, adapted to the problem, research objectives, and the nature of the object to be studied.

3.2. Interview Techniques

Mechanical interview / interview is a form of communication by involving four involves two people who want to obtain information and two others by asking questions with a specific purpose. With this type of unstructured interviews, which means interviews are flexible, with arrangements of questions that can be changed during the interview, tailored to the needs and conditions of the interview. This interview technique I use to consumers and staff Alfamart. The technique most widely and commonly used in qualitative research is interviewing techniques. Therefore this research was to be conducted using the same techniques that interview techniques. Depth interview technique (in-dept interview) according Bungin (2008) is "the process of obtaining information for research purposes by way of question and answer face to face between the interviewer with the informant or the person being interviewed, with or without the use of interview, where the interviewer and another informant involved ". Qualitative interviews conducted when the researcher intends to acquire knowledge of the subjective meanings that individuals understood with regard to the topic under study, and intends to carry out exploration of the issue, a matter that can not be done through other approaches.

3.3. Documentation Techniques

Documentation techniques namely data collection techniques by way of making a written statement about the inventory, records, transcripts, minutes of meetings, agendas and so on. Compared to other methods, this method is rather not so difficult, in the sense that if there are errors or data source remains unchanged.

3.4. Data Analysis Methods.

In this study, will use inductive mindset, the researchers went into the field, studying a process or invention which is a fact or event and then record, analyze and interpret the phenomenological approach and report and draw conclusions from the process. And the stages to be traversed researchers by analysis of Miles and Huberman (1994), namely:

1. Exposure: presentation of data for displaying a set of information that may be used as the basic conclusion,
2. Reduction: data reduction is the electoral process, focusing on simplification, and data transformation "rough" that emerged from the written notes during the interview. Data reduction is a form of analysis to sharpen, classify, direct, dispose of unnecessary, and organize data so that final conclusions can be drawn and verified.
3. The Conclusions or Verification: in the third phase in which researchers drew a conclusion, qualitative conclusions are expected in the new findings in the form of descriptive.

Results and Discussion.

In this study is that the researchers used three speakers who have successfully interviewed to the consumer of Alfamart (Table 1), Manager of Human Resources Development of Alfamart (Table 2) and Experts in the field of retail businesses (Table 3). Whereas in the interview process that researchers carrying interview guides that are open question and simultaneously recorded during the interview, so that the results obtained answers can be recorded all the answers and if the results still are things that are not clear, the researchers will ask again.

Table 1. Transcripts of Interviews with Consumers Alfamart

No	List of Interview Questions	Respond of Alfamart Consumer
1	How long Mrs. Shaila Wida has been as customer of Alfamart ?	Mrs. Shaila Wida said that she was already two years as customer Alfamart.
2	How average a week Mrs. Shaila Wida went to shopping at Alfamart ?	According to Mrs. Shaila Wida that on average within 2 or 3 times a week shopping in Alfamart
3	Whether on holidays Mrs Shaila Wida went to shopping can be more than 2 or 3 times	She said yes, that's right, except for week end (Friday, Saturday and Sunday) more than the average.
4	If the Mrs. Shaila Wida requires information about the product, the extent of sales clerk to respond in accordance with what your needed ?	He or she response has been quite good and also a friendly.
5	During this time has Mrs. Shaila Wida ever felt disappointed by employees of Alfamat, if ever, what are in terms of ?	So far, Mrs. ShailaWida said nerver
6	What is your opinion Mrs. Shaila Wida, whether parking facilities in Alfamart are comfortable and there is a sense of security ?	According Mrs. Shaila Wida that the parking lot has been relatively secure and free parking, aside from that parking area is quite spacious.
7	What does Mrs. Shaila Wida opinion if free parking, do you more pleased ?	She said yes it is true because it does not add costs
8	What is Mrs. Shaila Wida opinion at about the variety of products in Alfamart?	She said that Alfamart already has a lot of varied products so easy to get products according to the needs and to other products.
9	How does Mrs. Shaila Wida impression or image towards the products there are on display in Alfamart ?	Mrs. Shaila Wida said existing products are pretty good and the quality is in accordance with what she need.
10	How far the communication that occurs between Mrs. Shaila Wida with all employees of Alfamart ?	She said that communication is very good and very friendly servants and very fast service.
11	What is Mrs. Shaila Wida opinion when shopping at Alfamart compared to other retail	Mrs. Shaila Wida comments that in Alfamart more complete products and also more easier to get products
12	How often Mrs. Shaila Wida expressed something nice about Alfamart to friends the closest ?	The answer from Mrs. Shaila Wida if at the time she met with friends and while chatting usually at the same time also tell if I am shopping at Alfamart that she was very satisfied because the product is complete and the quality is very good
13	Whether Mrs. Shaila Wida is not interested in trying to buy the products other than in Alfamart ?	She said not to be interested, but if traveling out of town and not found Alfamart then forced to buy at retail else and this happened only because of urgent conditions and usually she prefer shopping in Alfamart
14	Mrs. Shaila Wida said that very recommended, because she also customer of Alfamart	Mrs. Shaila Wida said that very recommended, because she also customer of Alfamart

Table 2. Transcripts of Interviews with Manager of HRD of Alfamart.

No	List of Interview Questions	Respond of Manager of HRD Alfamart
1	When to start establishment a retail business of Alfamart ?	Mr. Benny Kurniawan said that Alfamart in Indonesia established since 1999, but in particular Alfamart for locations in Sidoarjo began to stand during 2001.
2	How can Group of Alfamart to empower human resources so until now still survive ?	Based on explanation from Mr. Benny Kurniawan that for manpower is the most important thing and therefore we must prepare because manpower is spearheading to succeed in our business. So Alfamart prepare special training department and periodically Alfamart hold both soft skill training and enrichment programs. Training programs are held for all levels, while we also pay attention to employee career paths. Every beginning of training for all new employees get overview about: company profile, business processes, and who the shareholders of Alfamart
2	How many retail stores of Alfamart that exist throughout Indonesia?	According Mr. Benny Kurniawan until May 2015 the number of retail stores of Alfamart, in total there is 10.086 units to absorb the labor force around 101.5016 employees.
3	Whether the for any new retail store openings, strategies for staffing at the new place had to relocate from one place to the new place or did prepare human resources who have been trained in advance ?	Mr. Benny Kurniawan said that Alfamart does not do the relocation of employees, because whenever there is a plan for opening a new location, the training department has prepared a first employee who has been trained in the previous 3 months.
4	How do the training management efforts so that every employee can respond to the information needs of the customer?	Statement from Mr. Benny Kurniawan that from top management or training department is always ready to plan material if at any time to carry out training such as training motivation, soft skills and others as required.
5	How the efforts that employees are always be polite to customers and done consistently?	Mr. Benny Kurniawan said that be polite to the customers it mandatory for all employees, and the management also did store visit and store focus with the aim to monitor the services performed by employees towards the consumers. In this effort management has also set up with the term customer care with objectives to handle consumer complaints
6	How much the average number of items product in each retail stores with packaging design forms a relatively favored customers ?	According to Mr. Benny Kurniawan that total item product in each retail store there are 3000 to 4000 items
7	How can to maintain and ensure that the existing products in retail stores remained awake quality?	As info from Mr. Benny Kurniawan that the warehouse manager always keep and ensure that when a specific product for a time limit expires or return, and to the policy carried out by the warehouse manager that will return to the vendor before the deadline expires.
8	How do assessment or monitoring system so that employees continue to provide good services and consistent?	By explanation Mr. Benny Kurniawan, in a way that for every retail store will be given rewards such as: store reward, store incentives, if the employee provides good services, while the monitoring is done by internal of Alfamart and also involved of consumers

Continuous Table 2.

No	List of Interview Questions	Respond of Manager of HRD Alfamart
9	How do the efforts made in order to continue to feel more satisfied for customers when they are shopping at Alfamart?	Mr. Benny Kurniawan as Manager of HRD said that "Training department always provides direction to all employees that provide a good service with it is mandatory and must become a habit and not a compulsion.
10	How do that for every employee gives examples that employees are also loyal to the product Alfamart?	According to Mr. Benny Kurniawan. As evidence that employees are loyal to Alfamart which can be seen in "Kartu AKU PONTA", because these cards provide added value to members Alfamart and can be had for free and no administrative fee.

Table 3. Transcripts of Interviews with Expert Retail.

No	List of Interview Questions	Respond of Retail Expert
1	According to Mrs. Utami for development or growth of the retail business in the last three years?	Mrs. Whidya Utami said that the growth of modern retail in Indonesia is quite high because many modern retailing into the area, district and its estimate of growth until the last three years, an estimated 30% to 40%.
2	Which factors are encouraging the growth of modern retail business?	According Mrs. Whidya Utami there are three factors: Firstly : Requirement is the existence of market shopping patterns shift from the traditional to the modern retail market with reason: comfort, certainty of price, and the price is sometimes more cheaper than in traditional markets. Secondly : Regulatory local government granted permission to open a retail business and several locations look for new retail stores. Thirdly : The existence of business retail already mastered technologies such as (supply chain management, just-in-time, supply to the large number, so that the delivery of goods in retail stores to be smooth and fast.
4	How important that the service quality of existing in retail stores ?	Mrs Whidya Utami said that very related with services provided to the consumers include: product available, the service employee to the consumer is friendly and good communication with customers.
5	How important is that the product quality of existing in retail stores for customer ?	And then according to Mrs. Whidya Utami about the number of product variants became interested because of the increasing number of product variants, the consumer is getting a lot more excited to come to the retail stores and quality of the products according to consumer expectations.
6	How important is that consumers are satisfied when shopping in retail stores ?	Explanation from Mrs. Whidya Utami there are several things consumers be satisfied; Many product variants, then it is very interesting that consumers are satisfied, there are discount prices, bundling prices, the use of technology and their community store such as: as a community store, Alfamart want to provide convenience to the consumer. Not only the ease of day-to-day shopping needs, but also the ease

Continuous Table.3.

No	List of Interview Questions	Respond of Retail Expert
		of paying installments motors, electric bills, purchase prepaid electricity tokens, train tickets, and tickets for airplanes.
7	How important is that customer loyalty to the retail store?	Comments from Mrs. Whidya Utami that retail company should have the ability to prepare goods for daily shopping and weekly shopping. While for daily shopping of consumers have started to switch to modern retailing, but for the weekly shopping the majority have switched to modern retail.



Figure 1. Mrs. Dr. Chr. Whidya Utami, MM (left photo) and Mrs. Shaila Wida (right photo)



Figure 2. Mr. Benny Kurniawan, the interview with Mr. J.E.Sutanto

Conclusion and Managerial Implications:

The purpose of this research for a deeper understanding of the meaning of the relationship between the quality of products, quality of service, to customer satisfaction and customer loyalty. Thus researchers have used a qualitative approach to explore for four variables. Findings from each of the speakers who have been interviewed have a linkage item that question after the information or data is collected and then carried reduction as well as in the evaluation, and the last to be concluded as follows:

1. **Product Quality:** (1) every retail store (Alfamart) has been maintaining product quality that is by looking at the expiration of each product, so that before the expiration of the expired goods, operations have to refund any part of the product, (2) the quality of the product packaging is very interesting, and (3) the total variance relative products varies.
2. **Service Quality:** (1) the service of all employees in retail stores: polite, well established communication to consumers, (3) sometimes there is a discount price, and (4) product prices are relatively cheaper, and there are community store facilities.
3. **Customer Satisfaction:** (1) not only the ease of day-to-day shopping needs, but Also the ease of paying installments motors, electric bills, purchase prepaid electricity tokens, train tickets, and Tickets for airplanes.dan (2) provide "Kartu AKU PONTA" not only for the employees.
4. **Customer Loyalty:** (1) While as evident for daily shopping of consumers have started to switch to modern retailing, but for the weekly shopping the majority have switched to modern retail and (2) Mrs. Shailla Wida said that very recommended, to others for shopping in Alfamart.

Based on Table 1, 2, and 3, the whole of the discussion of the results of this study recommend that the quality of product and service quality is an important role in the success in managing a business of modern retail. Thus for the shareholders, the whole staff and employees to retain the results already achieved in the hope the company can survive and grow for the future. If the company is developing the potentially will increase the number of employees working in the environment of Alfamart, so this will greatly assist job seekers and automatically the number of unemployment in Indonesia can be decreased.

Future Research.

The author shows some limitations in this study because the study only uses three sources. While this research is based on data collected from three sources, namely: consumer of Alfamart, Manager of Human Resources Development and Retail Experts. So from this limitation the authors suggested that using more than three of speakers and using retail stores in addition to Alfamart.

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