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THE INFLUENCE OF SALES STRATEGY ON DETERMINING CUSTOMER SATISFACTION AT AL-FADHILAH STORE

Dolly Indra*, Lilis Nur Hayati, Muhammad Arfah Asis, Andi Esha Arung Gading

Universitas Muslim Indonesia, Makassar, Indonesia

Abstract

Al-Fadhilah Store is one of the fruit stores located in Makassar. The increasing demand for fruits among the community has led to customers becoming more discerning in product selection and having diverse needs. It is important for Al-Fadhilah Store to enhance sales by considering customer satisfaction levels. This research adopts a quantitative method involving 70 customer respondents. The hypothesis test results indicate that the Sales Strategy variable (X) has a positive and significant influence on Customer Satisfaction (Y) at Al-Fadhilah Store in Makassar. In this study we used several tests, namely the Validity test, Reliability test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Simple Linear Regression Test, Coefficient of Determination Test, T-test and F-test. Based on several tests conducted, it has been found that the Sales Strategy (X) variable has a positive and significant impact on Customer Satisfaction (Y) at Al-Fadhilah Store in Makassar. This relationship indicates that variable X has a good relationship with Y, from the results of the coefficient of determination or R square which indicates that 81.1% of Customer Satisfaction (Y) is influenced by the variable Sales Strategy (X) The rest is equal to 18.9 % influenced by other factors.

Keywords

Sales strategy, customer satisfaction, hypothesis testing, coefficient of determination, regression coefficient.

1. Introduction

Satisfaction is defined as a consumer's feeling, response, and reaction to a product or service. Customer satisfaction, on the other hand, is described as a customer's assessment of their experience after getting a product or service (Lim *et al*., 2021).

In today's competitive business world, effective sales strategies have become crucial factors in maintaining and enhancing customer satisfaction levels. The influence of sales strategies on customer satisfaction is highly significant. When the right sales strategies are implemented, customers tend to feel more satisfied with the products or services they receive (Suchánek *et al*., 2014). The level of customer satisfaction is crucial for the long-term success of a company (Otto *et al*., 2020). Satisfied customers are more likely to become loyal customers and recommend products or services to others. Therefore, a good sales strategy can help increase customer loyalty and expand the company's market share (Khairawati, 2019).

Indonesia is known for producing various types of fruits (Widi *et al*., 2021) and it has become a staple food for the Indonesian people today. Al-Fadhilah Store is one of the fruit stores located in Makassar. The growing demand for fruits has resulted in customers

*Corresponding Author: Dolly Indra, e-mail: dolly.indra@umi.ac.id

becoming smarter in selecting products and having diverse needs. They are not easily swayed when the product fails to provide satisfaction. Sales strategies serve as a fundamental tool for achieving company goals, and one of them is by understanding customer satisfaction.

In this article, we conducted a study on the influence of sales strategies on determining customer satisfaction levels at Al-Fadhilah Store located in the city of Makassar.

2. Materials and Methods

1) Validity Test

Validity testing is a method used to measure the extent to which a measurement instrument or data collection tool can accurately and validly measure the desired variable can take the form of a question (Sinnema *et al*., 2021). Validity is the measure of how well a measurement instrument truly measures what it is intended to measure for example support the interpretations of test scores (Leslie *et al*., 2020).

2) Reliability Test

Reliability testing is a method used to measure the consistency or reliability of a measurement instrument or data collection tool (Akhmedov, 2022). Reliability refers to the extent to which the measurement instrument can produce consistent or stable results when repeated in the same or similar situations (Surucu & Maslakci, 2020).

3) Normality Test

Normality test is a statistical method used to determine whether the observed data or a specific variable follows a normal distribution or approximates a normal distribution and this test model is often used by researchers in the field of research and applications (Avdović & Jevremović, 2022). In a normal distribution, the data is symmetrically distributed around the mean, with the majority of the data clustered around the mean and becoming increasingly rare in the extreme tails. One application of the normality test using a linear regression model (Khatun, 2021).

4) Multicollinearity Test

Multicollinearity refers to a situation in multiple regression analysis where predictor variables are highly correlated with each other (Wondola *et al.*, 2020). It can cause issues in the regression model (Obite *et al*., 2020), such as inflated standard errors, unstable coefficient estimates, and difficulties in interpreting the effects of individual predictors.

5) Heteroscedasticity Test

Heteroscedasticity refers to a situation in regression analysis where the variability of the residuals (the differences between the observed and predicted values) is not constant across all levels of the independent variables (Kroeger *et al*., 2021).

6) Simple Linear Regression Test

Simple linear regression analysis is a statistical technique used to predict the variables (Hasanah *et al*., 2022) & (Nasution & Harahap, 2020).

7) Coefficient of Determination Test

The coefficient of determination, often denoted as R-squared (R^2) (Gneiting & Resin, 2021) & (Okafor *et al*., 2020), is a statistical measure used in regression analysis to assess the goodness of fit of a regression model. It indicates the proportion of the variance in the dependent variable that can be explained by the independent variables in the model.

8) T-test

A t-test is a statistical hypothesis test used to determine if there is a significant difference between the means of two groups or populations (Derrick *et al*., 2017).

9) F-test

The F-test is a statistical hypothesis test used to compare the variances or the equality of means among two or more groups or populations. It is often employed in analysis of variance (ANOVA) and regression analysis (Govaerts *et al*., 2020).

3. Results and Discussion

The customer respondents in this study amounted to 70 respondents, consisting of 28 males and 42 females. The results of the validity test using 70 respondents for sales strategy (X) as shown in Table 1 and customer satisfaction (Y) as shown in Table 2.

Table 1. Validity Test of Sales Strategy (X)

Question Items	R count	R table	Conclusion
X.1	0,660	0,235	Valid
X.2	0,715	0,235	Valid
X.3	0,747	0,235	Valid
X.4	0,693	0,235	Valid
X.5	0,774	0,235	Valid
X.6	0,635	0,235	Valid

Table 2. Validity Test of Customer Satisfaction (Y)

Question Items	R count	R table	Conclusion
Y.1	0,645	0,235	Valid
Y.2	0,838	0,235	Valid
Y.3	0,810	0,235	Valid
Y.4	0,776	0,235	Valid
Y.5	0,297	0,235	Valid
Y.6	0,627	0,235	Valid
Y.7	0,737	0,235	Valid
Y.8	0,623	0,235	Valid
Y.9	0,634	0,235	Valid
Y.10	0,645	0,235	Valid

Based on the results of the validity test in Table 1 and Table 2, it can be concluded that all items in the questionnaire indicate that the variables, Sales Strategy (X) and Customer Satisfaction (Y), are valid. This is supported by the fact that all index values of the computed correlation coefficients (R) are greater than the critical value of 0.235.

The reliability test is used to determine whether the measurement instrument has reliability in measuring a dimension. This measurement is conducted to assess reliability using Cronbach's Alpha (α) statistic. A variable is considered reliable if the Cronbach's Alpha value is > 0.60. The results of the reliability test are presented in Table 3.

The normality test can be conducted using the one-sample Kolmogorov-Smirnov method. By examining the significance value, if it is > 0.05, the variable is considered to have a normal distribution. Conversely, if the significance value is < 0.05, the variable is

considered to have a non-normal distribution. The results of the normality test using the one-sample Kolmogorov-Smirnov method is presented in Table 4.

Table 3. Results of Reliability Test

Variable	Number of Items	Cronbach Alpha	Explanation
Sales Strategy (X)	6	0,790	Reliability
Customer Satisfaction (Y)	10	0,856	Reliability

Table 4. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		70
Normal Parametersa,b	Mean	,0000000
	Std. Deviation	2,09361491
Most Extreme Differences	Absolute	,152
	Positive	,086
	Negative	-,152
Test *Statistic*		,152
Exact Sig. (2-tailed)		,071
Point Probability		,000

Based on the results of the normality test in Table 4, it can be observed that the Exact.sig. (2-tailed) value is 0.071. From the results, it can be concluded that the significance value of 0.071 > 0.05, indicating that the normality test confirms a normal distribution.

The multicollinearity test is used to examine whether there is correlation between independent variables in a regression model. To ensure that multicollinearity is not present among the independent variables, the Variance Inflation Factor (VIF) can be examined. Generally, a VIF value of < 10 and a tolerance value greater than 0.10 are considered acceptable to avoid multicollinearity. The results of the multicollinearity test are shown in Table 5.

Table 5. Multicollinearity Test Results

Variable	Collinearity *Statistic*		Explanation
	Tolerance	***VIF***	
Sales Strategy (X)	1,000	1,000	There is no multicollinearity

Based on Table 5, it is known that the results of the multicollinearity test can be seen from the VIF values of all the independent variables, which are smaller than 10.00, and the tolerance values are greater than 0.10. Therefore, based on the multicollinearity test above, it can be concluded that there is no multicollinearity among all the independent variables.

The Heteroskedasticity Test in this study is used to detect whether there is heterogeneity in the variance of residuals from one observation to another within the regression model. Tscv;kol,he results of the heteroskedasticity test are shown in Table 6.

Table 6. Heteroskedasticity Test Results

Variable	Significance	Explanation
Sales Strategy (X)	0,910	There is no heteroskedasticity

Based on the results of the heteroskedasticity test in Table 6, where the significance value of the independent variable Sales Strategy (X) is 0.910 > 0.05, it can be concluded that there is no heteroskedasticity in the Sales Strategy (X) variable. The significance values of all independent variables indicate that there is no heteroskedasticity.

Simple linear regression analysis is used to determine the relationship between one variable and another variable. Regression is an analytical tool used to measure the extent of influence of independent variables on the dependent variable. The results of a simple regression test that can be seen in Table 7.

Table 7. Results of Simple Linear Regression Test

Coefficients								
Model		*Unstandardized* Coefficients		Standardized Coefficients			Collinearity *Statistics*	
		B	*Std. error*	*Beta*	T	Sig.	Tolerance	VIF
1	(Constant)	3,904	2,125		1,837	,071		
	Sales Strategy (X)	1,511	,088	,902	17,239	,000	1,000	1,000

Based on Table 7, the regression equation obtained from the calculation results is as follows:

$$Y = 3.904 + 1.511X$$

Explanation: Constant: Error level of the t-value, Constant B: Regression constant, Constant Std. Error: Deviation from the constant, Beta: Regression coefficient, T: T-value, Sig: Significance.

The constant of 3.904 indicates that when the Sales Strategy variable (X) is budgeted at 0, the Customer Satisfaction variable (Y) is equal to 3.904. Based on the regression test results for the Sales Strategy variable (X), it shows that the Sales Strategy variable (X) has a positive regression coefficient with a value of b = 1.511. This means that if there is an increase of 1 point in the value of variable X, there will be an increase of 1.511 in the value of Customer Satisfaction (Y).

The coefficient of determination is used to measure the percentage of overall influence of independent variables on the dependent variable. The results of the coefficient of determination test can be shown in Table 8.

Table 8. Results of Coefficient of Determination Test

Model Summary					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	,902a	,814	,811	2,109	1,852

Explanation for R: Correlation coefficient, R Square: Coefficient of determination, Adjusted R Square: Adjusted coefficient of determination, Std Error of the Estimate: Prediction measure of error.

Based on the results of the coefficient of determination (R^2) that shown in Table 8, it indicates that the obtained value of adjusted R-Square is 0.811, which means that 81.1% of the variation in Customer Satisfaction (Y) at Al-Fadhilah Store in Makassar is influenced by the Sales Strategy variable (X). The remaining 18.9% is influenced by other variables outside the equation.

The partial test (T-test) is used to examine the individual effects of each independent variable on the dependent variable. This test can be conducted by comparing the calculated t-value with the critical t-value from the t-table or by examining the significance column for each calculated t-value. The results of T-test can be shown in Table 9.

Table 9. Result of T-test

Variable	**Ttable**	**Tcount**	**Significance**	**Explanation**
Sales Strategy (X)	1,995	17,239	,000	Significance

Based on the T-test results in Table 9, the calculation indicates that the value of the Sales Strategy variable (X) has a t-value of 17.239 > 1.995 with a significance value of 0.000. Therefore, it can be concluded that the Sales Strategy (X) has a positive effect on Customer Satisfaction (Y) at Al-Fadhilah Store in Makassar. Thus, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted.

The Simultaneous Test (F-test) is used to determine whether all independent variables have equal effects on the dependent variable. The test is conducted using the F-distribution, which involves comparing the critical F-value (F-table) with the calculated F-value found in the ANOVA table. The F-test is useful for examining whether there is a combined effect of the Sales Strategy (X) on Customer Satisfaction (Y). The results of F-test can be shown in Table 10.

Tabel 10. Result of F-test

ANOVA						
	Model	**Sum OF Squares**	**df**	**Mean Squares**	**F**	**Sig.**
1	Regression	1321,843	1	1321,843	297,198	,000
	Residual	302,442	68	4,448		
	Total	1624,286	69			

Explanation for Sum of squares: the sum of squared values, df: degrees of freedom, Mean Square: the mean of sum of squares, F: the calculated F-value, Sig: significance.

Based on Table 10 that the significance value (Sig) is 0.000. Since the significance value (Sig) of 0.000 is less than 0.05, it can be concluded that the hypothesis is accepted. In other words, the Sales Strategy (X) has a simultaneous effect on Customer Satisfaction (Y) at Al-Fadhilah Store in Makassar.

4. Conclusion

Based on several tests conducted, it has been found that the Sales Strategy (X) variable has a positive and significant impact on Customer Satisfaction (Y) at Al-Fadhilah Store in Makassar. This relationship indicates that variable X has a good relationship with Y. From the results of the coefficient of determination or R square which indicates that 81.1% of Customer Satisfaction (Y) is influenced by the variable Sales Strategy (X) The rest is equal to 18.9% influenced by other factors.

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