

## DOES CONSUMER TRUST MEDIATE THE RELATIONSHIP BETWEEN PRODUCT QUALITY, SERVICE QUALITY, AND CONSUMER SATISFACTION DURING THE COVID-19 PANDEMIC?

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### ABSTRACT

**Objectives:** The rapid growth for business from year to year has been able to improve the Indonesian economy, which plays a very important role. One of the fast growing business sectors is a large retail business. Therefore, the aim of this study is to examine the relationship between product quality, service quality, and consumer satisfaction through consumer trust during the Covid-19 pandemic.

**Methodology/Technique:** It was carried out alone with targeting from Giant supermarket consumers in Malang, East Java. There are seven hypotheses were tested using SmartPLS 3.0.

**Findings:** The results were showed by consumer trust mediates to the relationship between product quality, service quality, and consumer satisfaction.

**Type of Research:** Empirical

Keywords: product quality, service quality, consumer satisfaction, consumer trust

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### 1. INTRODUCTION

Retail store has a growth in Indonesia that continues to increase from year to year, which is able to improve the Indonesian economy. This development was provided with many choices for consumers as a place to shop. Because of retail businesses to pay attention to consumer satisfaction in shopping on. Currently, marketing phenomenon has changed, from traditional product-oriented marketing to being consumer-oriented, where entrepreneurs pay more attention between wants and needs are. Consumer behavior has changes in consumption patterns, which were originally to meet needs by still using traditional markets. However, an existence of modern markets at big cities has partly shifted in traditional markets. Modern markets offer a more comfortable, safe, clean, and orderly shopping atmosphere.

According to the World Bank, it was predicted that by the end of 2020, the global Gross Domestic Product (GDP) will contract or grow negatively by 5.2 percent this year. Data from the Central Statistics Agency (BPS) showed that the Indonesian economy still grow by 2.97 percent. This is lower than the fourth quarter of 2019, which amounted to 4.97 percent. For another point, any realization of economic growth in the first quarter of 2019, which amounted to 5.07 percent.

In 2018, Giant supermarket has 445 outlets in Indonesia (katadata.co.id, 2019). However, the intense competition carried out by retailers caused new problems, such the closure of modern retail outlets and unable to compete. Recently, the conditions of the Covid-19 pandemic have changed by some behavior of retail consumers in shopping transactions. Given the importance of consumer satisfaction, Giant supermarkets need to know about marketing strategy, which has changed in this pandemic in order to be able to increase consumer satisfaction. Giant supermarket marketing strategy has been expected to increase consumer satisfaction during the pandemic by examining the impact between product quality and service quality.

Besides that the theory of Sustainable Competitive Advantage (SCA) was the concept by a competitive strategy such prioritizing sustainable competitive advantage as a supporting tool in maintaining competitiveness. Hoffman in his research stated that superiority continues as a result of implementing a unique value creation strategy. It was not carried out by competitors, so some competitors were not able to get an advantage or advantage from this company's competitive strategy (Neo-bis & Sridadi, 2014). Sustainable Competitive Advantage is not static, but very dynamic, probably it must be flexible in facing market conditions, especially for consumer needs and any availability of resources which varies from time to time. Sustainable Competitive Advantage can be achieved when other business competitors cannot imitate the strategy that has been developed by the company (Rijamampianina & Abratt, 2003).

Basically, a product quality was required with added value by consumers who buy products in the modern retail business who get satisfaction. This is also adjusted to market conditions and consumer expectations; therefore, product quality is seen as an act of competitive advantage owned by the company. Firms are better able to excel offer higher quality of a particular item, sell more goods, enter more markets, and earn higher profits (Manova & Zhang, 2012). Product quality is closely related to the concept of Sustainable Competitive Advantage (SCA) in maintaining customer satisfaction. If a product was sold by meets consumer expectations, so customer will be happy and consider approved with high quality of products (Jahanshahi, Gashti, Mirdamadi, 2011). For some several studies were stated that product quality impact to consumer satisfaction (Hoe & Mansori, 2018; Ishaq et al., 2014; Jahanshahi, Gashti, Mirdamadi, 2011; Pusparani & Rastini, 2014; Putro et al., 2014; Suchánek et al., 2014). Meanwhile, any several other studies stated that product quality has no impact on consumer satisfaction (Abdullah & Rozario, 2009; Kim et al., 2005).

Based on research was conducted by Carlson & O'Casey, (2010) and Putro et al., (2014), a retail business can be said to be a business, which has succeeded in providing satisfaction to consumers by provide a service quality to consumers quite well. Service quality can be seen by comparing consumers' perceptions of tangible services obtained with services expected by retail business actors. Service quality also has an influence on consumer satisfaction. According to Kenesei and Kolos (2007) in Bacsai et al. (2018) argued that in order to achieve consumer satisfaction, which has a necessary to provide high quality services, selection, continuous motivation, and service staff satisfaction. However, this is contrary to research (Lie et al., 2019) argued that service quality has a positive but not significant effect on consumer satisfaction. Based on Wu, (2011) said that a service quality has no direct impact to consumer satisfaction.

Product quality has a very close relationship with many trust and consumer satisfaction (Hulu & Ruswanti, 2018). If the modern retail business has obtained consumer trust regarding to the products being marketed, it will be able to increase Sustainable Competitive Advantage (SCA) and be able to compete with other retail competitors. The level of consumer trust is directly impacted with satisfaction (Singh & Sirdeshmukh, 2000). Consumer's satisfaction are also attracted to building long-term trusting relationships (Ganesan, 1994; Geyskens et al., 1996).

In the midst of rapidly changing business conditions, retail entrepreneurs are required to be able to adapt to these changes. Therefore, the concept of consumer satisfaction needs to be developed to meet consumer needs, especially in the pan-for the sake of Covid-19. At the beginning of the Covid-19 pandemic, many shops were closed because there were few buyers and people were still afraid to leave the house. Half a year later, the shops have returned to normal, many have re-opened their outlets, although they still have to implement social distancing. This pandemic phenomenon requires good marketing performance from entrepreneurs including the product quality offered to be attractive so that the products that have been held in storage must be sold to meet the needs of the community and good service quality to consumers. Consumer trust during social distancing conditions and consumer satisfaction with the marketing performance of retail companies, during pan-sake, is needed to maintain profit stability and corporate image. This pandemic has also changed the behavior of Indonesians in shopping. Technology needs services during the Covid-19 pandemic are urgently needed with the importance of public awareness that reduces their activities outside the home. Current technological developments have made everything easy (Khafiyah, 2019).

Giant supermarkets prioritize consumer concern during the Covid-19 pandemic by providing special time for the elderly, namely opening one hour earlier than normal time every Tuesday and Thursday during the pandemic and implementing social distancing recommendations when on the move. Consumers are also given safety and comfort with a special check-out route during operational hours. Giant also provides services in the form of fast handling of the payment process for the elderly, pregnant women, mothers with children, and with disabilities. Giant Supermarket implements social distancing with spaced lines when customers queue at the cashier area, and provides hand sanitizers in the product sales and cashier areas, periodic checks in the sales area and infrastructure that customers often touch, such as trolley, cashier desks and so on with disinfectants (cash .co.id, 2020). The service privilege of other Giant supermarket businesses is to open an online purchase service during a pandemic through Instagram social media which is connected to the Whatsapp network customer service at each of its outlets. This program can include service quality to help consumers who do not want to shop offline because of the Covid-19 pandemic conditions which have caused consumers to reduce activities outside the home.

The phenomenon of the Covid-19 pandemic is very interesting to study, especially Giant in Ma-lang City. Giant supermarkets in Malang City, Sawojajar area, had their outlets closed before the pandemic era. The existence of Giant Sawojajar used to be an icon for local residents because it was a shopping center that was quite crowded with people. The phenomenon of a retail with quite a lot of visitors but closing outlets. This phenomenon is related to the marketing strategy experienced by Giant Sawojajar so that consumers are not satisfied with shopping at these outlets. This research also wants to see the marketing strategy that affects the consumer satisfaction of Giant Super-market in several outlets in Malang, namely Giant Malang Gajayana MOG, Giant Malang Dinoyo, Giant Malang Plaza Araya, Giant Malang Pulo Sari, and Giant Ma-lang Singosari.

In general, the purpose of this study is to determine the effect of product quality has an influence on consumer satisfaction, the effect of service quality has an influence on consumer satisfaction, the effect of consumer trust has an influence on consumer satisfaction, the effect of product quality has an influence on consumer trust, the effect of service quality has an effect on consumer satisfaction. Regarding consumer trust, the effect of product quality affects consumer satisfaction which is mediated by the consumer trust, and the effect of service quality affects on consumer satisfaction which is mediated by the consumer trust.

## **2. LITERATURE REVIEW**

### **Theory Sustainable Competitive Advantage**

According to (Coynes, 1986) said that Sustainable Competitive Advantage (SCA) has been influenced by three factors, such as access to resources and consumers, a size of target market, and restrictions on the strengths competitors. According to Barney (1991), SCA is a sustainable competitive advantage if it carries out a value creation strategy. It was not carried out by its competitors and competitors, which also unable to benefit from this strategy. Competition can be seen as a process that focuses on market conditions and a competitive advantage. SCA can be achieved by developing something, which were creating something new in a sustainable manner and an ability to respond with changing market conditions appropriately. It is also argued that Sustainable Competitive Advantage (SCA) is a continuous advantage as a result of implementing a unique value creation strategy that is not implemented by competitors, so that competitors are not able to benefit from this strategy (Hoffman, 2000).

Sustainable Competitive Advantage (SCA) is defined as the ability to be able to generate higher levels of sales and profits than its competitors (Alimudin, 2013). Today's business companies face intense competition and fluctuating consumer demand, so there

is increasing attention from academics and practitioners to SCA (Mohiuddin, 2013). A company has an SCA if it is able to maintain its profitability above the average for several years (Hill & Jones, 2004). Pursuing competitive advantage is at the root of company performance and thus understanding sustainable sources of competitive advantage has become a major field of study in the field of strategic management (Wicaksono & Leonandri, 2019).

### **Product Quality**

Today's, talk about competitive conditions, a quality is the key to success and survival on a company. According to (Kotler & G, 2012) suggested that definition of product quality is like an ability about product to demonstrate any function. This includes for all durability, reliability, accuracy, and ease of operation and product repair as well as other product attributes. While, (Payne, 1993) also provided by a definition of product quality is a form with a complex satisfaction value. According to Feigenbaum (1986), explained by a product quality with overall combination of some characteristics between goods and services from marketing, engineering, manufacture, and maintenance. It also makes with products and services used meet some expectations from consumers (Alim et al., 2018). In conclude, there are many definitions and dimensions of product quality that can be found in the academic literature (Hoe & Mansori, 2018). Products in various business markets with a variety of advantages and advantages offered by competitors, so that competition is getting tighter and it is difficult for companies to seize competitor's market share. This is a better alternative, various efforts to maintain the existing market, by providing consumer satisfaction (Lenzun et al., 2014).

### **Service Quality**

According to Berry et al., (1988) said that a service quality has become useful tool for companies as it can helps them about differentiation from other competitors. Based on research theory by (Lupiyoadi, 2006), a service quality has any differentiation between some expectations and reality of consumers like services when they receive. According to Olsen and Wyckoff (1978) discussed by definition of service quality such comparison between consumer expectations and service quality performance. In this case, service quality must start with consumer needs and end with consumer perceptions. So, for further information of service quality according to (Subihaini, 2001) is a form of consumer assessment to perceive with service level by any service level. The development of science, technology, and easy access makes consumers demand good service quality from all business actors (S, Chriswardana Bayu Dewa, 2020).

### **Consumer Satisfaction**

Consumer satisfaction is an essential to long-term business success and one of the most researched with marketing topics (Jones, 2000; Pappu & Quester, 2006). The definition of consumer satisfaction is a result for evaluation and comparison process after buying anything else, which has been affected to intention to buy back in the future (Anderson & Sullivan, 1993; Bearden & Teel, 1983; Churchill & Surprenant, 1982; Fornell & Westbrook, 1984). Satisfaction has been defined and measured in different ways over the years (Oliver, 1997). Additionally, consumer satisfaction is a combined construction for overall evaluations, consumer assessments of product or service features that have succeeded in fulfilling needs at pleasant or unpleasant levels (Oliver, 1997).

According to (Li & Zhang, 2002) the definition of consumer satisfaction is the extent to which consumers' perceptions of the online shopping experience are adjusted to consumer expectations. Consumer satisfaction can be a driving force, direction and motivation to create creative and innovative steps to form a better future condition (Wang & Shieh, 2006). The definition of consumer satisfaction is also defined as the overall emotional response of consumers to the overall brand experience after the last purchase (Janghyeon Nam, Yuksel Ekinici, 2011).

There are three dimensions measuring consumer satisfaction according to (Dutka, 1994) universally containing how consumers assess a product or service, among other things as follows, first, attributes related to the product, which are related to the attributes of the product such as the determination of the value obtained with the price, the product's ability to determine the satisfaction, benefits of the product. Second, related to service attributes, namely about the attributes of the service, for example with the promised warranty, the process of fulfilling services or delivery, and the process of solving the problems given. Third, attributes related to purchase, namely the attributes of the decision to buy or not from the manufacturer, such as the ease of obtaining information, employee politeness and the influence of the company's reputation. The concept of consumer satisfaction indicators according to (Ferdinand, 2013) consists of four, namely satisfaction with the performance of the core product, satisfaction with the performance of peripheral product attributes, satisfaction with product benefits and satisfaction with product quality.

### **Consumer Trust**

Based on research theory by Moorman et al., (1993) stated that trust is a willingness to depend on other trusted parties. An importance of trust in marketing continues to grow (Sahay, 2003). Thus, trust is a set of beliefs held on by consumers regarding certain characteristics on a supplier, as well as the possible future behavior of the supplier (Coulter & Coulter, 2002; Ganesan, 1994). The definition of consumer trust is like any expectation by consumers, which has any service providers that can be relied upon and counted on to fulfill their promises in service (Sirdeshmukh et al., 2002).

### 3. RESEARCH METHODOLOGY

The relationship between product quality, service quality, consumer satisfaction and consumer trust are probably investigated. The self-conducted survey was conducted by targeting residents in Malang, East Java. The population was taken from early 2020 during the Covid-19 pandemic, which was consisted by online shopping consumers and who directly visit to Giant supermarket outlets. A non-probability technique with the purposive method, which was applied. Because of no official record regarding an exact number from visitors and buyers at Giant supermarkets in Malang City. Some criteria were used in this research study such as:

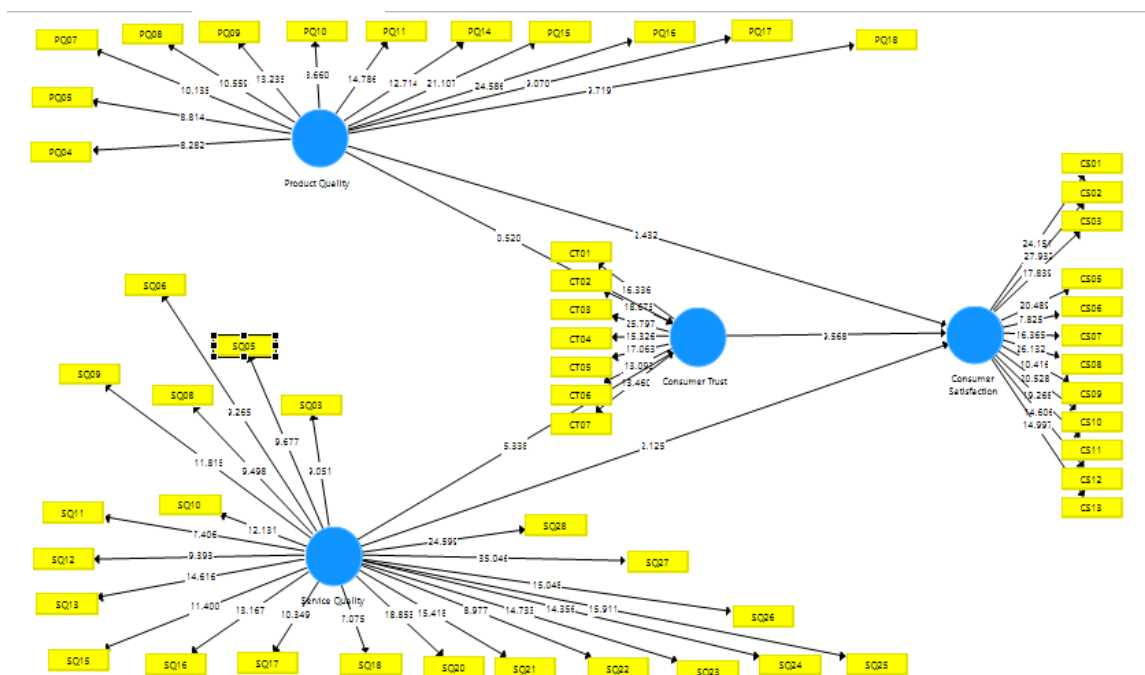
1. Respondents between 18 and 70 years old because of age that they were considered by mature enough and able to give their perceptions.
2. Respondents are familiar with Giant modern retailers who made purchases off.

Total of respondents were involved with quantitative investigation is 100. The number of women was more than men by 71 percent. A majority of respondents were young, such 87 percent. More than 50 percent, many respondents were graduated at least SMA. The number of respondents who already working were 58 percent, then 62 percent respondents were also single and nearly 86 percent respondents have monthly income below 10 million.

### 4. FINDINGS

#### Convergent Validity

The convergent validity value is a value that can be contained in each loading factor with the relationship between latent variable and expected indicator greater than 0.6.



Source: Primary Data Processed, 2021

Figure 1. Outer Model

Based on Figure 1, all indicators have good validity values, which many indicators can measured by the variables.

#### Average Variance Extracted (AVE)

Average Variance Extracted (AVE) in the product quality variable ( $0.504 > 0.5$ ), service quality ( $0.511 > 0.5$ ), consumer trust ( $0.593 > 0.5$ ) and the consumer satisfaction variable ( $0.626 > 0.5$ ).

**Table 1. Average Variance Extracted (AVE)**

Variables	AVE	Information
Product Quality	0.504	Valid
Service Quality	0.511	Valid
Consumer Trust	0.593	Valid
Consumer Satisfaction	0.626	Valid

Source: Primary Data Processed, 2021

### Composite Reliability and Cronbach's Alpha

Reliability test can also be strengthened by Cronbach's Alpha with values for all constructs were above 0.7. For instance, a product quality is 0.910, service quality is 0.953, consumer satisfaction is 0.945, and consumer trust is 0.886.

**Table 2. Composite Reliability and Alpha Cronbach**

Variable	Composite Reliability	Cronbach Alpha	Information
Consumer Satisfaction	0.952	0.945	Reliable
Consumer Trust	0.911	0.886	Reliable
Product Quality	0.924	0.910	Reliable
Service Quality	0.958	0.953	Reliable

Source: Primary Data Processed, 2021

### The Coefficient of Determination

The results were showed that R-Square value for a consumer trust variable was 0.510, it can be categorized as a moderate model. In this value, it can be interpreted with a consumer trust variable and also can be explained by a product quality and service quality variables with 51 percent and remained by 49 percent, for explained by other variables. In this contrast, a consumer satisfaction variable has R-Square value in 0.807, which can be categorized by a moderate model. Thus, product quality, service quality, and consumer trust is able to explain the consumer satisfaction variable by 80.7 percent, then remained by 19.3 percent.

**Table 3. The Value of the Determinant Coefficient or R-Square (R<sup>2</sup>)**

Variables	R-Square	R-Square Adjusted
Consumer Trust	0.510	0.500
Consumer Satisfaction	0.807	0.801

Source: Primary Data Processed, 2021

**Hypothesis Results**

Hypothesis testing is conducted to determine the effect between a product quality and service quality to consumer satisfaction, either directly or indirectly through consumer trust as a mediation. Hypothesis testing in PLS analysis can be looked at by t-statistical test results and a probability value. The hypothesis can be accepted if probability value is less than 0.05 (significance level of 5%) or t-statistic value is greater than t-table (1.96). The t-statistic test in PLS analysis is by applying the bootstrapping method.

**Table 4. Hypothesis Results**

Hypothesis	Relations Between Variables	Path Coefficient	t-statistics	P Values	Result
H1	Product Quality → Consumer Satisfaction	0.188	2.432	0.015	Be accepted
H2	Service Quality → Consumer Satisfaction	0.197	2.125	0.034	Be accepted
H3	Consumer Trust → Consumer Satisfaction	0.612	9.568	0.000	Be accepted
H4	Product Quality → Consumer Trust	0.063	0.520	0.604	Rejected
H5	Service Quality → Consumer Trust	0.665	5.338	0.000	Be accepted
H6	Product Quality → Consumer Trust → Consumer Satisfaction	0.416	7.496	0.000	Be accepted
H7	Service Quality → Consumer Trust → Consumer Satisfaction	0.436	6.716	0.000	Be accepted

Source: Primary Data Processed, 2021

Hypothesis 1 has been resulted with t-statistic, which is 2.432 greater than the t-table 1.96 (significant) with a confidence level of 95%. It means that product quality has a significant positive effect on consumer satisfaction by 0.188. In addition to comparing the t-statistic with the t-table, hypothesis testing can also use other test criteria, namely the P Values. This study uses P values in the hypothesis testing criteria. This is because P Values can provide two information at once, namely in addition to an indication of whether the hypothesis is rejected, P Values provide information about the probability of the hypothesis,  $\alpha$  in this study is 0.05 or 5%. Based on the test results of the effect of product quality on consumer satisfaction, it shows that the t-statistic value is 2.432 and the P value is 0.015. At a confidence level of 0.05, it means that the influence of the variable is significant because the P values are less than 0.05. The effect of product quality on consumer satisfaction is significant because the P value is smaller than  $\alpha = 0.05$ . This means that H0 is rejected and H1 is accepted, so it can be concluded that consumer satisfaction can be significantly influenced by product quality or by increasing product quality, consumer satisfaction will increase significantly. Based on the results of the analysis, it can be concluded that there is a significant influence between product quality on consumer satisfaction. Thus, H1 is accepted.

Testing on hypothesis 2 shown that the resulting t-statistic is 2.125 greater than t-table 1.96 (significant) with a confidence level of 95%. It means that a service quality has a positive effect on consumer satisfaction by 0.197. Based on the test results of the effect of service quality on consumer satisfaction, it shows that the t-statistic value is 2.125 and the P value is 0.034. At the level of confidence 0.05, it means that the influence of these variables is significant because the P values are less than 0.05. The effect of service quality on consumer satisfaction is significant because the P value is smaller than  $\alpha = 0.05$ . This means that H0 is rejected

and H1 is accepted so that it can be concluded that consumer satisfaction can be significantly influenced by service quality or by improving service quality, consumer satisfaction will increase significantly. Based on the results of the analysis, it can be concluded that there is a significant influence between service quality on consumer satisfaction. Thus, H2 is declared accepted.

Testing on hypothesis 3 shown that the resulting t-statistic is 9.568 greater than the t-table 1.96 (significant) with a confidence level of 95%. It means that a consumer trust has a significant positive effect on consumer satisfaction by 0.612. Based on the test results of the effect of consumer trust on consumer satisfaction, it shows that the t-statistic value is 9,568 and the P value is 0,000. At the level of confidence 0.05, it means that the influence of these variables is significant because the P values are less than 0.05. The effect of consumer trust on consumer satisfaction is significant because the P value is smaller than  $\alpha = 0.05$ . This means that H0 is rejected and H1 is accepted so that it can be concluded that consumer satisfaction can be significantly influenced by consumer trust or by increasing consumer trust, consumer satisfaction will increase significantly. Based on the results of the analysis, it can be concluded that there is a significant influence between consumer trust on consumer satisfaction. Thus, H3 is declared accepted.

Hypothesis 4 also tested by resulting t-statistic is 0.520 less than the t-table 1.96 (not significant) with a confidence level of 95%. It means that a product quality has a positive effect on consumer trust of 0.063, but not significant. Based on the test results of the effect of product quality on consumer trust, it shows that the t-statistic value is 0.520 and the P value is 0.604. At the 0.05 level of confidence, it means that the influence of these variables is not significant because the P values are more than 0.05. The effect of product quality on consumer trust is not significant because the P value is greater than  $\alpha = 0.05$ . This means that H0 is accepted and H1 is rejected, so it can be concluded that consumer trust cannot be significantly influenced by product quality or by increasing product quality, consumer trust will not increase significantly. Based on the results of the analysis, it can be concluded that there is no significant effect between product quality on consumer trust. Thus, H4 was declared rejected.

For another result, hypothesis 5 has been tested and shown by t-statistic is 5.338 greater than t-table 1.96 (significant) with a confidence level of 95%. It means that a service quality has a significant positive impact to consumer trust of 0.665. Based on the test results of the effect of service quality on consumer trust, it shows that the t-statistic value is 5.338 and the P value is 0.000. At the 0.05 level of confidence, it means that the influence of these variables is significant because the P values are less than 0.05. The effect of service quality on consumer trust is significant because the P value is smaller than  $\alpha = 0.05$ . This means that H0 is rejected and H1 is accepted, so it can be concluded that consumer trust can be significantly influenced by service quality or by increasing service quality, consumer trust will experience a significant increase. Based on the results of this analysis, it can be concluded that there is a significant influence between service quality and consumer trust. Thus, H5 is declared accepted.

In this table also shown that hypothesis 6 tested by a consumer trust, which has a partial mediation role on the effect between product quality and consumer satisfaction with a t-statistic value greater than the t-table value ( $7.496 > 1.96$ ) and a P value of 0.000. At the level of confidence 0.05 means that any impact between variables, which a significant, because of P values are less than 0.05. The effect of product quality on consumer satisfaction mediated by consumer trust is significant because the P values are less than  $\alpha = 0.05$ . Based on the results of the analysis, it can be concluded that there is a significant effect between product quality on consumer satisfaction through consumer trust as a mediation so that H6 is declared accepted.

In the last, hypothesis testing 7 shown that a consumer trust has partial mediation role on the impact between service quality and consumer satisfaction with a t-statistic value greater than the t-table value ( $6.716 > 1.96$ ) and a P value of 0,000. At the level of confidence 0.05, it means that P values are less than 0.05. The effect of service quality on consumer satisfaction mediated by consumer trust is significant because the P values are less than  $\alpha = 0.05$ . Based on the results of the analysis, it can be concluded that there is a significant influence between service quality on consumer satisfaction through consumer trust as a mediation so that H7 is accepted.

## 5. CONCLUSION

Based on the research results, it can be concluded that consumer trust is a variable that mediates the effect of product quality and service quality on consumer satisfaction. The results of the analysis explain that consumer trust cannot be significantly influenced by product quality or by increasing product quality, consumer trust will not increase significantly. Based on the results of the analysis, it can be concluded that there is no significant effect between product quality on consumer trust. the higher or lower the product quality does not have a significant effect on consumer trust.

The results show that an increase in consumer satisfaction can occur if there is an increase in product quality and service quality that is mediated through consumer trust. This means that product quality and service quality have a significant and positive effect on the level of consumer satisfaction or the higher the level of product quality and service quality, the higher the consumer satisfaction.

As with other studies, there are several deficiencies in this study, such as the selected sample is limited to the Giant Supermarkets in Malang City which are involved in this research. Therefore, further research is suggested to cover all large retailers other than giant supermarkets and choose more sectors and other variables related to consumer satisfaction.

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