

CONSUMER SATISFACTION IN MODERN RETAIL: EVIDENCE OF PRODUCT ASSORTMENT AND SERVICE QUALITY FROM INDONESIAN CONVENIENCE STORES

By:

Uswa Tul Hasanah¹

Farida Frihatini²

Indraprasta PGRI University, Faculty of Education and Social Sciences, Jakarta,
Indonesia

Email:

uswa031205@gmail.com¹

farida.frihatini@unindra.ac.id^{2*}

ABSTRACT

Intensifying competition in the modern retail industry requires firms not only to offer comprehensive product assortments but also to deliver service quality that meets consumers' expectations. However, previous studies have reported inconsistent findings regarding the dominant factors influencing customer satisfaction in Indonesia's convenience store sector. This study aims to examine the effects of product assortment and service quality on customer satisfaction and to identify the variable that contributes most significantly to customer satisfaction at Indomaret Ragunan, South Jakarta. A quantitative approach with a causal associative research design was employed. Data were collected through questionnaires from 79 respondents selected using purposive sampling and analyzed using multiple linear regression in SPSS Statistics, including validity, reliability, normality, coefficient of determination (R^2), t-test, and F-test analyses. The results indicate that both product assortment and service quality have positive and significant effects on customer satisfaction, both individually and simultaneously ($p < 0.001$). The model explains 88.5% of the variance in customer satisfaction ($R^2 = 0.885$), with product assortment emerging as the most influential predictor based on the standardized beta coefficient. These findings reinforce the view that product availability and high-quality service are key determinants of customer satisfaction in modern retail. The study provides empirical insights for developing product and service management strategies to enhance the competitiveness of convenience stores in Indonesia.

Keywords: Convenience Store, Customer Satisfaction, Modern Retail; Product Assortment; Service Quality

A. INTRODUCTION

The retail industry in Indonesia is experiencing rapid development in line with the growth of the national economy and the increasing purchasing power of the people, especially from the middle class. This development has encouraged the expansion of modern retailers such as Indomaret, which are increasingly in demand because they offer convenience and comfort in shopping. In addition, according to Prabowo et al. (2024), national retail growth shows a positive trend, reflecting increased public consumption activity and intensifying competition among retail business actors. This condition requires retail companies to adapt and improve their service quality to remain competitive amid evolving market dynamics. Consequently, this competitive pressure has driven a strategic shift toward digital commerce innovations, most notably through live-streaming channels. Within this digital shift, the main reason Indonesian consumers are attracted to live shopping is the promotional offers, such as free shipping, discounts, cashback, vouchers, bundles, and exclusive product launches (Manalu & Kurniawati, 2024).

Based on APRINDO data, the number of minimarket outlets in Indonesia continues to increase every year so that competition is no longer only oriented to price, but also to the company's ability to provide products that suit consumer needs and provide quality services. This condition shows that the shopping experience has become one of the main factors in shaping consumer satisfaction. This change in consumer behavior is also influenced by the development of the modern retail ecosystem that increasingly emphasizes convenience, convenience, and shopping experience as part of a strategy to increase value for customers (Frihatini et al., 2026).

One of the outlets that represents this condition is Indomaret Ragunan. This outlet was chosen as the research location because it has a high rate of consumer visits in South Jakarta and still receives various complaints related to product availability and service quality based on reviews on digital platforms. Therefore, the location is relevant to examine the influence of product assortment and service quality on consumer satisfaction (Maulana, 2024).

One of the factors that is suspected to affect consumer satisfaction in modern retail is the completeness of the product. In the retail business, product assortment is not only related to the many types of goods, but also the variety of products that are able to meet the needs and desires of consumers. According to Fuadi et al. (2022), the more complete the products available, the more likely it is that consumer needs can be met optimally. This shows that product assortment can be a competitive advantage in facing competition from retail businesses. In addition to product assortment, another factor that is suspected to affect consumer satisfaction in modern retail is the quality of service. Service Quality is related to the company's ability to meet consumer expectations through the services provided, such as friendliness, speed in serving, and the ability to provide customer needed information. According to Karina & Sari (2023), service quality is a form of interaction between companies and consumers in meeting consumer needs appropriately. Services that do not meet consumer expectations have the potential to cause dissatisfaction and reduce customer interest in making a repeat purchase. This is in line with the opinion that service quality is a consumer's assessment of

the level of service received compared to the desired expectations (Sari et al., 2024).

Previous research generally examined the influence of service quality and product assortment on consumer satisfaction in various retail objects. However, the results of the study still show inconsistencies regarding the most dominant variable in increasing consumer satisfaction in *modern convenience stores* in Indonesia. In addition, most studies have not integrated *Expectation Confirmation Theory* (ECT) and SERVQUAL as a theoretical basis in explaining the formation of consumer satisfaction, so the mechanism of forming consumer satisfaction through the fulfillment of expectations and perception of service quality cannot be comprehensively explained. Research on *convenience stores* in Indonesia is also still relatively limited compared to research on the retail sector in general, so more contextual empirical evidence is needed.

Based on the *research gap*, this research offers two main contributions. First, this study integrates Expectation Confirmation Theory (ECT) and the SERVQUAL model as a theoretical basis to explain the formation of consumer satisfaction in *modern convenience stores* in Indonesia. The integration of the two theories is considered to be able to provide a more comprehensive understanding of how the confirmation of consumer expectations after purchase and the perception of service quality shapes customer satisfaction (Handayani et al., 2020; Oliver, 1980; Parasuraman et al., 1988). Second, this study identifies the most dominant determinants of consumer satisfaction based on *standardized beta coefficient* values, thus providing empirical evidence that can be used as a basis for managerial decision-making in the modern retail sector. This approach is in line with research showing that the identification of dominant factors provides a more effective basis for the formulation of service quality improvement strategies and product attribute management to improve customer satisfaction (Leonnard, 2017; Tannady et al., 2018).

Departing from the empirical phenomena, *research gaps*, and research contributions that have been described, this study aims to analyze the influence of product assortment and service quality on consumer satisfaction at Indomaret Ragunan, South Jakarta. This research is expected to make a theoretical contribution to the development of consumer satisfaction studies in the modern retail sector and provide practical contributions for retail managers in formulating strategies to improve service quality and product management in a sustainable manner. In addition, the results of the study are expected to enrich empirical evidence regarding the factors that affect customer satisfaction in the modern retail industry in developing countries, especially Indonesia, so that it can be a reference for further research and strategic decision-making in the retail sector (Handayani et al., 2020; Leonnard, 2017; Tannady et al., 2018).

B. LITERATURE STUDY

Consumer Behavior

Consumer behavior is a process carried out by individuals or groups in recognizing needs, seeking information, evaluating alternatives, making purchases, using, and evaluating products or services to meet their needs and desires

(Kurniawan et al., 2025). The process is influenced by psychological, social, cultural, and economic factors that shape consumer preferences and purchasing decisions (Kustiawan et al., 2025). According to Haryanto et al. (2024), consumer behavior is not only related to purchasing activities, but also includes the entire decision-making process that has an impact on consumer satisfaction. Therefore, understanding consumer behavior is an important foundation in designing an effective marketing strategy.

Consumer behavior aims to help companies understand consumer needs and preferences so that they are able to develop products, develop marketing strategies, and increase customer satisfaction and loyalty (Haryanto et al., 2024). In general, consumer behavior is influenced by cultural, social, personal, and psychological factors. The consumer behavior indicators include the recognition of needs, information search, alternative evaluation, purchase decisions, and post-purchase evaluation which describes the stages of consumers in making purchase decisions and assessing satisfaction after using the product (Rofi'i et al., 2024).

Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT) yang dikembangkan oleh Richard L. Oliver (1977, 1980). explains that consumer satisfaction is the result of an evaluation of the suitability between expectations before making a purchase (expectation) and the performance of products or services felt after consumption (perceived performance). If the performance received is the same or exceeds expectations (positive confirmation), consumers will feel satisfied. On the other hand, if performance is below expectations (negative confirmation), consumers tend to experience dissatisfaction. Therefore, consumer satisfaction is not only influenced by the quality of the products or services provided, but also by the company's ability to meet consumer expectations during the purchase process.

In the context of modern retail, this theory explains that consumers have expectations for the availability of complete products and fast, friendly, and responsive service. When both aspects are able to meet or even exceed customer expectations, the level of consumer satisfaction will increase. Thus, Expectation Confirmation Theory is a relevant theoretical foundation in explaining the relationship between product assortment, service quality, and consumer satisfaction in this study.

Consumer Satisfaction

Consumer satisfaction is the level of feeling that arises after consumers compare the performance of the product or service received with expectations before making a purchase. Consumers will feel satisfied if the performance of the product is able to meet or even exceed expectations, while dissatisfaction occurs if the performance received is below expectations. Haryanto et al. (2024) state that consumer satisfaction is achieved when consumer needs, desires, and expectations can be met through the products or services offered. In line with that, Kustiawan et al. (2025) explained that consumer satisfaction is an emotional response to the consumption experience that plays an important role in shaping customer loyalty. Thus, consumer satisfaction is one of the indicators of the company's success in

retaining customers and creating long-term relationships.

Consumer satisfaction can be measured through several indicators, namely product quality, service quality, price, ease of obtaining or accessing products, and suitability of information or promotions received by consumers. In addition, satisfaction is also reflected in consumer behavior after purchase, such as *re-purchasing*, providing positive recommendations (*word of mouth*), forming a good brand image, and continuing to choose products from the same company on the next purchase (Inkiriwang et al., 2022). These indicators show that consumer satisfaction is judged not only by the experience when buying, but also by the behavior of consumers after using the product or service.

Product assortment

Product assortment is the company's ability to provide various types, brands, sizes, and variants of products that are able to meet the needs and desires of consumers. Anjarwan (2018) explained that the completeness of the product reflects the consistent availability of goods so that consumers can get the products they need without experiencing difficulties. In line with that, Apriyani et al. (2024) stated that product assortment is a strategy for providing goods that are in accordance with the company's business line in the right quantity, time, and price to increase competitiveness. Product assortment is not only related to product diversity, but also the ease of consumers in obtaining the desired product. Product assortment is one of the important factors that affect purchase decisions and consumer satisfaction.

Product assortment can be measured through several indicators, namely product diversity, product variety, product availability, and brand diversity offered. In addition, Ardiansyah et al. (2023) added that the completeness of the product is reflected in the variety of product shapes and sizes, the availability of products that suit daily needs, and the quality of the products offered. These indicators show the extent to which the company is able to provide a complete selection of products according to consumer needs.

Quality of Service

Service quality is the level of service excellence that consumers feel based on the comparison between the service received and their expectations. If the service provided is able to meet or exceed expectations, then consumers will assess the service as quality. In line with that, Sari et al. (2024) stated that service quality is a form of performance that the company provides to consumers to create satisfaction, while Fairuz (2024) emphasized that service quality is determined by the suitability between perceived *service* and expected *service*). Therefore, service quality is an important factor in increasing consumer satisfaction, building loyalty, and maintaining the company's competitiveness. *SERVQUAL as the Basis for Service Quality Measurement*, the SERVQUAL model introduced by Parasuraman et al. (1988) explained that service quality is measured through five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy.. Tangibles describe the physical condition of the company such as the facilities and appearance of employees. Reliability shows the company's ability to provide services

appropriately and consistently according to the promises given. Responsiveness is related to the alertness of employees in helping customers and providing service quickly. Assurance reflects the employee's knowledge, politeness, and ability to build consumer trust. Meanwhile, empathy shows the company's attention and concern for the needs of each customer.

In this study, the concept of SERVQUAL is used as a basis in explaining the quality of service because the characteristics of service in modern retail are greatly influenced by the ability of employees to provide a comfortable shopping experience. Service that is fast, responsive, friendly, and able to meet consumer needs will increase the perception of service quality so that it has an impact on increasing consumer satisfaction.

Thus, Expectation Confirmation Theory explains the mechanism for forming consumer satisfaction, while SERVQUAL explains the dimension of service quality that shapes consumer perception. The two theories complement each other in explaining the relationship between variables in this study.

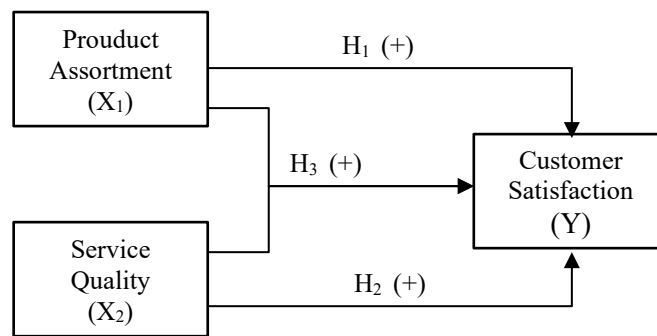


Figure 1
(Research Model)

Product assortment refers to the variety and completeness of products provided to meet consumer needs and preferences (Fuadi et al., 2022). A wider product assortment gives consumers more choices and convenience, which can increase their satisfaction.

H₁: Product assortment has a positive effect on consumer satisfaction at Indomaret Ragunan.

Service quality reflects the extent to which service performance meets or exceeds consumer expectations through tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988; Karina & Sari, 2023). Higher service quality is expected to enhance consumer satisfaction.

H₂: Service quality has a positive effect on consumer satisfaction at Indomaret Ragunan.

Product assortment and service quality jointly shape the consumer shopping experience. When product availability and service performance meet consumer expectations, satisfaction is likely to increase. Therefore, both variables are expected to have a simultaneous positive effect on consumer satisfaction.

H₃: Product assortment and service quality simultaneously have a positive effect on consumer satisfaction at Indomaret Ragunan.

C. RESEARCH METHOD

This study uses a quantitative approach with a type of causal associative research to analyze the influence of product assortment and service quality on consumer satisfaction in Indomaret Ragunan. The quantitative approach was chosen because it was able to objectively measure the relationship between variables through numerical data analyzed using statistical techniques, while causal associative research was used to explain the causal relationship between independent variables and dependent variables (Haifa et al., 2025). The object of the research was consumers of Indomaret Ragunan, Jalan Kebagusan Besar, Ragunan, South Jakarta, who had made purchases and had experience shopping at the outlet.

The research population is all consumers who have shopped at Indomaret Ragunan. The sampling technique uses *non-probability sampling* with *the purposive sampling method*, namely respondents who have shopped at Indomaret Ragunan, are at least 18 years old, and are willing to fill out a complete questionnaire. The determination of the sample count refers to the recommendation of Joseph F. Hair Jr. et al. which stated that research with multivariate analysis can use a minimum of five to ten times the number of research indicators. This study has 15 indicators so that the minimum number of respondents is 75 people. To improve the representativeness of the data, the study used 79 respondents who met the purposive sampling criteria. This study applied purposive sampling with specific criteria: respondents must be at least 15 years old and have shopped at Indomaret Ragunan at least twice in the past three months to ensure relevant experience in evaluating product assortment and service quality.

The data used consists of primary data and secondary data. Primary data was obtained through the distribution of questionnaires using a five-point Likert scale, while secondary data was obtained from books, scientific journals, articles, and other references relevant to the research. The research instrument was first tested using validity tests and reliability tests. Furthermore, the data were analyzed using IBM SPSS Statistics version 26 through normality tests, multiple linear regression analysis, determination coefficient (R^2) tests, and hypothesis testing using t-tests and F-tests.

Multiple linear regression analysis was chosen because this study aims to test the influence of two independent variables, namely product assortment and service quality, on one dependent variable, namely consumer satisfaction. This analysis allows researchers to identify the influence of each variable partially or simultaneously so that it can be known which variables contribute the most to consumer satisfaction.

D. RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents in this study are presented to provide an overview of the consumer profile of Indomaret Ragunan, Jalan Kebagusan, South Jakarta who are the respondents of the study. Identification of respondent characteristics is important to know the general picture of respondents who

participated in the study. The characteristics of the respondents in this study included gender, age, and occupation.

Table 1.
Characteristics of Respondents

Characteristics	Categories	Number of Respondents	Percentage
Sex	Men - men	30	37,97%
	Women	49	62,03%
	Total	79	100%
Age	<18 years old	5	6,33%
	18 - 25 years old	65	82,28%
	26 - 30 years old	3	3,80%
	31 - 35 years old	6	7,59%
	Total	79	100%
Jobs	Student / Student	47	59,49%
	Private Employees	25	31,65%
	Entrepreneurship	3	3,80%
	Housewives	1	1,27%
	Others	3	3,80%
	Total	79	100%

Source: Primary Data processed (2026)

The characteristics of respondents based on gender showed that the majority of respondents were women as many as 49 people (62.03%), while male respondents amounted to 30 people (37.97%). These results indicate that female consumers dominate shopping activities at Indomaret Ragunan compared to male consumers. This condition shows that women tend to buy daily necessities more often so that they have more experience in assessing the completeness of products and the quality of services provided by Indomaret Ragunan.

Based on age, most of the respondents were in the age range of 18-25 years, which was 65 people (82.28%). Meanwhile, respondents aged under 18 years were 5 people (6.33%), 3 people aged 26-30 years (3.80%), and 31-35 years old (7.59%). These findings show that the majority of consumers who are respondents are the productive age group or the younger generation who are relatively active in shopping activities in modern retail. This age group generally has high mobility and makes minimarkets one of the main choices to meet daily needs due to the ease of access, completeness of products, and speed of service.

Based on occupation, respondents were dominated by 47 students/students (59.49%), followed by private employees as many as 25 people (31.65%), entrepreneurs as many as 3 people (3.80%), housewives as many as 1 person (1.27%), and other categories as many as 3 people (3.80%). The dominance of respondents from students shows that most of Indomaret Ragunan consumers come from groups that are active in activities around the research site. Overall, the characteristics of the respondents in this study are dominated by women, aged 18–25 years, and have the status of students/students, so that the results of the study are more representative of the perception of the consumer group towards product assortment, service quality, and consumer satisfaction at Indomaret Ragunan.

Normality Test

Before multiple linear regression analysis and hypothesis testing, a normality test was first carried out to find out whether the data on the variables of Product assortment (X_1), Service Quality (X_2), and Consumer Satisfaction (Y) were distributed normally. The normality test is one of the classic assumption tests that must be met in order for regression analysis to produce a valid model that can be used to test the influence of independent variables on dependent variables. Based on the results of data processing using SPSS, the following summary of results was obtained:

Table 2.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		79
Normal Parameters, b	Red	.0000000
	Std. Deviation	.24784601
Most Extreme Differences	Absolute	.128
	Positive	.062
	Negative	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.269c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary Data processed (2026)

Based on the results of the *Kolmogorov-Smirnov One-Sample normality* test (after the data transformation process), the number of samples (N) was obtained as many as 79, with a *Test Statistic* value of 0.128 and *Asymp. Sig. (2-tailed)* of 0.269 (> 0.05). Therefore, the residual in the regression model has been distributed normally, so that the assumption of normality has been met.

Validity and Reliability Tests

The validity test was carried out to determine the level of validity of each statement item on the variables of Product assortment (X_1), Service Quality (X_2), and Consumer Satisfaction (Y). The test was carried out using the IBM SPSS Statistics version 26 program by comparing the values of r calculated and r tables. The results of the validity test of the research instrument are presented in the following table.

Table 3.
Validity Test Results

No.	Statement	r count	r table ($\alpha = 0.05$; $df = 77$)	Remarks
1	I feel that the quality of the products sold is in line with my expectations	0,868	0,221	Valid
2	I am satisfied with the service provided by the employees	0,871	0,221	Valid

No.	Statement	r count	r table ($\alpha = 0.05$; $df = 77$)	Remarks
3	I can easily find the products I need when shopping	0,802	0,221	Valid
4	I'm willing to shop again at the next opportunity	0,821	0,221	Valid
5	I am willing to recommend this shopping place to others	0,830	0,221	Valid
6	There are many different types of products that I need	0,874	0,221	Valid
7	A wide selection of products in one category	0,843	0,221	Valid
8	The products I am looking for are always available	0,923	0,221	Valid
9	Products are available in different sizes to suit my needs	0,871	0,221	Valid
10	The products sold are according to my daily needs	0,829	0,221	Valid
11	Employees provide the right service according to my needs	0,898	0,221	Valid
12	Employees are quick to respond when I need help	0,937	0,221	Valid
13	The employees served me with a friendly and polite manner	0,948	0,221	Valid
14	The service process takes place quickly	0,923	0,221	Valid
15	Employees provided the information and assistance I needed	0,893	0,221	Valid

Source: Primary Data processed (2026)

Based on the results of the validity test of 15 statements consisting of the variables of Consumer Satisfaction, Product assortment, and Service Quality, it was found that all items had a value of r calculated $> r$ of the table (r calculated > 0.221 ; $df = 77$; $\alpha = 0.05$). Therefore, all items of the statement are declared valid. Next, a reliability test was carried out to determine the level of consistency of the research instruments on the variables of Product assortment (X_1), Service Quality (X_2), and Consumer Satisfaction (Y). The test was performed using Cronbach's Alpha method with the help of the IBM SPSS Statistics program version 26. The results of the reliability test of the research instruments are presented in the following table:

Table 4.
Reliability Test Results

Variable	Cronbach's Alpha	Standard Reliability	Remarks
Consumer Satisfaction (Y)	0,894	0,70	Reliable
Product assortment (X1)	0,918	0,70	Reliable
Quality of Service (X2)	0,954	0,70	Reliable

Source: Primary Data processed (2026)

Based on the results of the reliability test, the Consumer Satisfaction variable (Y) obtained a Cronbach's Alpha value of 0.894, the Product assortment variable (X_1) obtained a value of 0.918, and the Service Quality variable (X_2) obtained a value of 0.954. The entire Cronbach's Alpha value of all three variables is greater than 0.70 (> 0.70). Therefore, all variables have been reliable.

Coefficient of Determination Test (R^2)

The determination coefficient (R^2) test was carried out to determine the contribution of the variables Product assortment (X_1) and Service Quality (X_2) in explaining the variation in the Consumer Satisfaction (Y) **variable**. The test was performed using multiple linear regression analysis with the help of the IBM SPSS Statistics version 26 program. The results of the determination coefficient (R^2) test are presented in the following table:

Table 5.
Coefficient of Determination Test (R^2)

Models	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.941a	.885	.882	.25109
a. Predictors: (Constant), Service Quality (X2), Product assortment (X1)				

Source: Primary Data processed (2026)

Based on the results of the determination coefficient (R^2) test in the table above, an R Square value of 0.885 was obtained, which means that the variables Product Assortment (X_1) and Service Quality (X_2) simultaneously explain 88.5% of the variation in Consumer Satisfaction (Y), while the remaining 11.5% is explained by other factors outside the research model. Because the R Square value tends to increase whenever an additional predictor is added to the model, regardless of whether that predictor actually contributes to the dependent variable, the Adjusted R Square is used to provide a more accurate estimate of the model's explanatory power, as it corrects for the number of predictors relative to the sample size. The Adjusted R Square value of 0.882 (88.2%) is only 0.3 percentage points lower than the R Square value, indicating that the small gap between the two values is due to the correction for two predictors, and that both Product Assortment and Service Quality contribute genuine explanatory power rather than merely inflating R Square artificially. This closeness between R Square and Adjusted R Square confirms that the regression model is stable and not overfitted, so it can be relied upon to explain the influence of product assortment and service quality on consumer satisfaction at Indomaret Ragunan. In addition, an R value of 0.941 indicates that the relationship between the independent variables and the dependent variable is in a very strong category.

Multiple Linear Regression Test

Multiple linear regression analysis was carried out to determine the direction and magnitude of the influence of the variables Product assortment (X_1) and Service Quality (X_2) on the Consumer Satisfaction (Y) **variables**. Based on the results of data processing using IBM SPSS *Statistics* version 26, the results of multiple linear regression analysis are obtained which are presented in the following table:

Table 6.
Multiple Linear Regression Test Results

		Coefficient		T	Sig.
Models		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error	Beta	
1	(Constant)	.190	.080		2.388 .019
	Product assortment (X1)	.470	.056	.506	8.447 .000
	Quality of Service (X2)	.431	.052	.497	8.309 .000

a. Dependent Variable: Consumer Satisfaction (Y)

Source: Primary Data processed (2026)

Based on the results of the regression model estimation in the table above, the following multiple linear regression equations are obtained:

$$Y = 0.190 + 0.470X_1 + 0.431X_2$$

The above equation illustrates that the constant value (α) of 0.190 indicates that if the variables of Product assortment (X1) and Service Quality (X2) are assumed to be zero or have no change, then the value of Consumer Satisfaction (Y) is estimated to be 0.190. The Product assortment variable (X1) has a regression coefficient of 0.470 with a significance value of 0.000 ($p < 0.05$). These results show that Product assortment has a positive and significant effect on Consumer Satisfaction. Therefore, every increase in Product assortment by one unit will increase Consumer Satisfaction by 0.470 points, assuming the variable of Service Quality is fixed.

The Service Quality variable (X2) has a regression coefficient of 0.431 with a significance value of 0.000 ($p < 0.05$). This shows that Service Quality also has a positive and significant effect on Consumer Satisfaction. Each increase in Service Quality by one unit will increase Consumer Satisfaction by 0.431 points, assuming fixed Product assortment. When compared based on standardized beta coefficients, the Product assortment variable ($\beta = 0.506$) has a slightly greater influence than Service Quality ($\beta = 0.497$) on Consumer Satisfaction. Product assortment is the dominant variable in influencing Consumer Satisfaction.

Hypothesis test (F test and T test)

The F test was carried out to find out whether the variables of Product assortment (X1) and Service Quality (X2) simultaneously had an effect on Consumer Satisfaction (Y). Based on the results of data processing using IBM SPSS Statistics version 26, the results of the F test are obtained which are presented in the following table:

Table 7.
F Test Results

NEW ERA						
Models	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	36.722	2	18.361	291.237	.000b
	Residual	4.791	76	.063		
	Total	41.513	78			
a. Dependent Variable: Consumer Satisfaction (Y)						
b. Predictors: (Constant), Service Quality (X2), Product assortment (X1)						

Source: Primary Data processed (2026)

Based on the results of the F test (ANOVA), an F value of 291.237 was obtained with a significance value of 0.000 (< 0.05). These results show that simultaneously the variables of Product assortment (X1) and Service Quality (X2) have a positive and significant effect on Consumer Satisfaction (Y). Therefore, the third hypothesis (H3) is accepted. Next, a T test was carried out to determine the influence of each variable Product assortment (X₁) and Service Quality (X₂) partially on Consumer Satisfaction (Y). Based on the results of data processing using IBM SPSS Statistics version 26, the results of the t-test are obtained which are presented in the following table:

Table 8.
T Test Results

Models		Coefficient		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
		B	Std. Error			
1	(Constant)	.190	.080		2.388	.019
	Product assortment (X ₁)	.470	.056	.506	8.447	.000
	Quality of Service (X ₂)	.431	.052	.497	8.309	.000
a. Dependent Variable: Consumer Satisfaction (Y)						

Source: Primary Data processed (2026)

Based on the results of the t-test, the following results were obtained.

1. Product assortment Variable (X1)

The results of the statistical test showed that the Product assortment variable (X1) had a calculated t-value of 8.447 with a significance value of 0.000 (< 0.05). These results show that Product assortment has a positive and significant effect on Consumer Satisfaction. Therefore, the more complete the products available, the higher the level of consumer satisfaction. Thus, the first Hypothesis (H1) is accepted.

2. Service Quality Variable (X2)

The test results showed that the Service Quality variable (X2) had a calculated t-value of 8.309 with a significance value of 0.000 (< 0.05). This shows that Service Quality has a positive and significant effect on Consumer Satisfaction. Thus, the better the quality of service provided to consumers, the higher the level of consumer satisfaction. Therefore, the second hypothesis (H2) is accepted.

DISCUSSION

The Effect of Product assortment (X1) on Consumer Satisfaction (Y)

The descriptive profile of respondents at Indomaret Ragunan, predominantly working-age consumers and household shoppers with high daily mobility, shows that product assortment directly drives shopping satisfaction through convenience and time efficiency. For these busy consumers, a complete assortment featuring diverse brands, sizes, and product types enables a seamless one-stop shopping experience, eliminating the need to visit multiple stores and ensuring their daily needs are met in a single location. so it can be concluded that Product assortment has a positive and significant effect on Consumer Satisfaction at Indomaret Ragunan, Jalan Kebagusan, South Jakarta. Thus, the first hypothesis (H_1) is accepted. The results of this study show that the more complete the existing product, the higher the consumer satisfaction. Product assortment makes it easier for consumers to get various daily necessities in one place so that consumers do not need to move to another store. In addition, the availability of a choice of brands, types, and product sizes provides an alternative for consumers in choosing products that suit their needs and desires.

The findings of the study show that product assortment is a factor that has a positive and significant influence on consumer satisfaction. These results indicate that modern retail consumers prioritize the certainty of product availability rather than just the many variations of products offered. When the products they need are fully available, consumers can meet all their needs in one location so that product search time becomes more efficient and the shopping experience improves. This is in line with the Expectation Confirmation Theory which explains that satisfaction arises when a company's performance is able to meet customer expectations. In the context of this study, product assortment is a form of fulfilling consumer expectations so as to produce positive confirmation of the shopping experience. The results of this study also strengthen the findings of Anjarwan (2018) and Fuadi et al. (2022) who stated that product assortment has a positive effect on consumer satisfaction in the retail sector.

Practically, the results of the study show that Indomaret managers need to maintain stock availability, expand product variety, and implement a more effective inventory control system so that consumer satisfaction is maintained.

The Effect of Service Quality (X2) on Consumer Satisfaction (Y)

This significance value is smaller than the significance level of 0.05 ($0.000 < 0.05$), so it can be concluded that Service Quality has a positive and significant effect on Consumer Satisfaction at Indomaret Ragunan, Jalan Kebagusan, South Jakarta. Thus, the second hypothesis (H_2) is accepted.

The results of this study show that the better the service quality of Indomaret Ragunan employees, the higher the consumer satisfaction. Fast, friendly, courteous, reactive to consumer needs, and employees' willingness to help consumers when shopping are able to provide a comfortable and enjoyable shopping experience. This situation makes consumers feel that their needs are met so that consumer satisfaction increases.

Service quality has a positive effect on consumer satisfaction because service is a form of direct interaction between the company and customers. Based on the SERVQUAL model, service that is fast, responsive, friendly, and able to provide solutions to customer needs will increase the perception of service quality so as to produce a positive shopping experience. This finding strengthens the Expectation Confirmation Theory that consumer satisfaction occurs when the service received meets or even exceeds customer expectations before making a purchase. This research is in accordance with Pranata & Wibowo (2023) who state that service quality has a positive and significant effect on consumer satisfaction. The research explained that the quality of service provided according to customer expectations will increase consumer satisfaction, so companies must maintain and improve the quality of service provided to consumers.

Based on the conditions at Indomaret Ragunan, the quality of service from employees is reflected in their friendly attitude, alertness in helping consumers, and speed in serving the transaction process. This good service provides a positive shopping experience so that consumers feel satisfied and encouraged to return to shopping at Indomaret Ragunan.

The Effect of Product assortment (X₁) and Service Quality (X₂) on Consumer Satisfaction (Y)

Based on these results, it can be concluded that Product Assortment (X₁) and Service Quality (X₂) simultaneously have a positive and significant effect on Consumer Satisfaction (Y) at Indomaret Ragunan, Jalan Kebagusan, South Jakarta. So it can be concluded that Product assortment (X₁) and Service Quality (X₂) simultaneously have a positive and significant effect on Consumer Satisfaction (Y) at Indomaret Ragunan, Jalan Kebagusan, South Jakarta. In addition, the results of the determination coefficient test showed an R Square value of 0.885, which means that the variables of Product assortment and Service Quality can explain the variation in Consumer Satisfaction by 88.5%, while the remaining 11.5% was influenced by other factors outside the study. Thus, the third hypothesis (H₃) is accepted.

The results of this study show that consumer satisfaction is not only influenced by the completeness of the product or the quality of service separately, but also by the combination of the two. The availability of complete products makes it easier for consumers to meet various needs in one location, while good service quality provides a sense of comfort, safety, and fun during the shopping process. If both aspects can be met at the same time, then the level of consumer satisfaction will be higher. The results of this study are in line with Apriyani et al. (2024) who stated that product assortment and service quality simultaneously have a positive and significant effect on consumer satisfaction. These findings show that consumer satisfaction in modern retail is not only influenced by one factor, but is the result of the interaction between product assortment and service quality. These two variables complement each other in creating a satisfying shopping experience so that the strategy to increase consumer satisfaction needs to be carried out in an integrated manner through inventory management and service quality improvement.

This shows that the better the completeness of the products available and the

better the quality of service provided, the higher the level of consumer satisfaction. Based on the conditions at Indomaret Ragunan, the availability of complete products accompanied by fast, friendly, and responsive service can provide a more comfortable shopping experience for consumers. Therefore, Indomaret Ragunan needs to maintain product assortment and continue to improve service quality so that consumer satisfaction is maintained and encourages consumers to make new purchases.

E. CONCLUSIONS

Based on the findings of this study on the effects of product assortment and service quality on customer satisfaction at Indomaret Ragunan, Kebagusan Street, South Jakarta, it can be concluded that product assortment has a positive and significant effect on customer satisfaction. This finding indicates that the greater the availability of products in terms of variety, product categories, brands, and stock availability, the higher the level of customer satisfaction when shopping at Indomaret Ragunan. In addition, service quality also has a positive and significant effect on customer satisfaction. Friendly, prompt, responsive, and reliable service that meets customers' needs provides a pleasant shopping experience and, consequently, enhances customer satisfaction. Simultaneously, product assortment and service quality have a positive and significant effect on customer satisfaction at Indomaret Ragunan, Kebagusan Street, South Jakarta

This study further demonstrates that product assortment is the most influential determinant of customer satisfaction, as indicated by its standardized beta coefficient, although service quality also contributes significantly. These findings suggest that strategies for enhancing customer satisfaction in modern retail should prioritize product availability while simultaneously maintaining high service quality to create a superior shopping experience and encourage repeat purchases.

Limitations And Future Research

This study has several limitations. First, it employed a cross-sectional research design, which captures customer satisfaction at a single point in time and therefore cannot explain changes in customer behavior over time. In addition, the study relied solely on multiple linear regression analysis, limiting its ability to examine more complex relationships among variables. Therefore, future research is encouraged to employ Structural Equation Modeling (SEM) by incorporating additional variables such as store atmosphere, customer experience, perceived value, and customer loyalty to develop a more comprehensive research model. Furthermore, the study was conducted exclusively among customers of Indomaret Ragunan, Kebagusan Street, South Jakarta; consequently, the findings cannot be generalized to all Indomaret outlets or other modern retail stores. The study also included only two independent variables, namely product assortment and service quality, whereas other factors, such as price, promotion, location, store atmosphere, and product quality, may also influence customer satisfaction. Finally, because the data were

collected using questionnaires, the findings depend on respondents' perceptions and individual interpretations when completing the survey.

Based on the findings of this study, Indomaret Ragunan is encouraged to maintain and further improve its product assortment by ensuring product availability and expanding product variety in accordance with customers' needs. In addition, service quality should be continuously enhanced by providing friendly, prompt, responsive, and professional service to maintain customer satisfaction and encourage repeat purchases. Future researchers are encouraged to incorporate additional variables that may influence customer satisfaction, such as price, promotion, location, store atmosphere, and product quality. Further studies should also include broader research settings and larger sample sizes to provide more comprehensive and generalizable findings.

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