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ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY AND PROMOTION ON CUSTOMER SATISFACTION AT ACC AGRICULTURAL STORES IN TEMBILAHAN

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Abstract

This study aims to analyze the influence of service quality and promotion on customer satisfaction at the ACC Agricultural Store in Tembilahan. The background of this research is based on the increasing business competition in the agribusiness sector which requires companies to be able to provide optimal service and effective promotional strategies to maintain customer satisfaction. This study uses a quantitative approach with a survey method of 100 respondents selected using the proportionate stratified random sampling technique. Data were collected through questionnaires with a Likert scale and analyzed using multiple linear regression. The results of the study show that the quality of service has a positive and significant effect on customer satisfaction, as well as promotions which also have a positive and significant effect on customer satisfaction. Simultaneously, the quality of service and promotion was proven to have a significant effect on customer satisfaction with a determination coefficient value of 0.540, which means that both variables are able to explain 54% of the variation in customer satisfaction. These findings indicate that improving the quality of service that includes reliability, responsiveness, assurance, empathy, and physical evidence, as well as the implementation of effective promotional strategies, are important factors in improving customer satisfaction. Therefore, ACC Agriculture Stores need to consistently improve service quality and optimize promotional activities to maintain customer loyalty and increase business competitiveness.

1. INTRODUCTION

Background Problem

In today's era of globalization, the dynamics of competition in the increasingly competitive business world force every company to continue to accelerate performance to accommodate the complexity of customer needs and expectations. One of the main determinants in winning the rigidity of market competition is the achievement of an optimal level of customer satisfaction. This satisfaction is basically a manifestation of the conformity between consumer expectations and the reality of the performance of the product or service they receive. Strategically, customer satisfaction plays a crucial role as a catalyst in creating long-term loyalty and ensuring business continuity in the future[1][2]. That the key to building profitable customer relationships is creating superior customer value and satisfaction[3].

This condition is very relevant when correlated with the economic potential in Indragiri Hilir Regency, especially the Tembilahan area. The high density of people working in the agricultural sector causes the demand for agricultural tools and equipment to be very significant. This phenomenon creates promising market opportunities for agricultural production facilities, including for ACC Agricultural Stores. However, as new competitors emerge, stores are required to formulate precise marketing strategies to remain the top choice for customers. According to Laksana (2019), in a competitive market, companies must be able to highlight their competitive advantages to attract consumer buying interest[4].

In this context, Service Quality emerged as a fundamental instrument in constructing consumer satisfaction. Professional and responsive service not only meets transactional needs, but is also able to build emotional bonds and trust that encourage loyalty. Service quality has a strong positive correlation with satisfaction, where the expected service excellence must be able to meet customer expectations consistently[5]. In addition to the service aspect, effective promotion is also a variable that cannot be ignored. Through consistent and informative marketing communication, companies can spread product value, persuade, and remind target markets to stick to the brands they offer[6]. The right promotional mix is crucial to building a positive image and brand awareness in the eyes of the public[7].

However, initial observations show that there is a discrepancy between theory and practice at the ACC Agriculture Store. There are still several operational obstacles such as services that have not reached optimal standards and the intensity of promotional activities that fluctuate or are less consistent. If this problem is left without a strategic evaluation, there is a risk of a degradation of satisfaction levels that leads to a loss of market share[1][8]. Failure to meet service standards will have a direct impact on reducing customer satisfaction with the services received[9][1][10]. Therefore, this research is very urgent to be carried out to analyze the influence of service quality and promotion on customer satisfaction at the ACC Agricultural Store in Tembilahan, as a foundation in improving the company's competitiveness[6][11].

Problem formulation

Based on this background, this research problem can be formulated in the form of research questions as follows:

1. Does the quality of service have a significant effect on customer satisfaction at the ACC Agricultural Store in Tembilahan?
2. Does the Promotion have a significant effect on customer satisfaction at the ACC Pertanian Store in Tembilahan?
3. Does the quality of service and promotion simultaneously affect customer satisfaction at the ACC Agricultural Store in Tembilahan?

Research Objectives

Based on the formulation of the problem above, the objectives of this research are:

1. To find out and analyze the influence of service quality on customer satisfaction at the ACC Agricultural Store in Tembilahan.

2. To find out and analyze the influence of promotions on customer satisfaction at the ACC Agricultural Store in Tembilahan.
3. To find out and analyze the effect of service quality and promotion simultaneously on customer satisfaction at the ACC Agricultural Store in Tembilahan.

2. LITERATURE REVIEW

Quality of service

Quality of service is a fundamental instrument in a marketing strategy which is defined as an intangible action or activity offered by one party to another without generating any ownership. In the context of modern business, service includes delivering value through convenience, speed, competence, and hospitality which is reflected in the attitude of service providers in an effort to meet customer satisfaction. Service quality is the totality of features and characteristics of a service that relies on its ability to satisfy customer needs, both explicitly and implicitly stated[12]. In line with this, service quality as a form of excellence (*excellence*) that is expected to meet a person's specific expectations[5]. Meanwhile, Service quality is basically a consumer perception that arises from a comparison between expectations and the actual performance they receive physically as well as functionally[13][14].

Conceptually, the evaluation of the quality of service is much more complex than the assessment of physical goods. This is because the perception of quality is an accumulation of the results of comparisons between customer expectations (*expected service*) with actual performance (*perceived service*) felt during the service delivery process. The company's ability to provide excellent service is a determinant factor of organizational success, where quality will be perceived positively if the service received meets or even exceeds customer expectations[15]. On the other hand, if the reality of the service is below expectations, then the quality will be perceived as poor or negative. Therefore, the company's success depends heavily on its ability to meet customer expectations consistently and sustainably.

To measure the effectiveness of this performance, there are five specific dimensions that are the main references in the service management literature. The five dimensions include[16]:

1. Reliability is related to the ability to provide accurate service from the beginning.
2. *Responsiveness* is the willingness to help customers quickly.
3. Assurance which includes the politeness and competence of employees in fostering trust.
4. Empathy that emphasizes a sincere understanding of the customer's personal interests.
5. *Tangibles* related to the aesthetics of physical facilities and the appearance of support staff. The integration of these five dimensions is key for companies in creating a satisfying and competitive customer experience.

Quality Promotion

Promotion is a strategic communication instrument that aims to convey information (*information*), persuade (*persuasion*), and affect (*influence*) consumers of the products or services offered.), this activity serves to effectively communicate customer value to accelerate purchase decisions[3]. The essence of promotion is not only limited to brand recognition, but also as an effort to modify consumer behavior so that they are willing to accept and be loyal to the company's offer.

The implementation of the right promotion strategy plays a crucial role in changing the perception of buyers from those who are initially unfamiliar to consistent consumers considering the product. Through a comprehensive promotional mix, companies can build brand awareness while strengthening their bargaining position amid competitive market competition. Thus, promotion is a vital tool in achieving sales targets and ensuring long-term business continuity[4].

Promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who previously did not know to know so that they become buyers and still remember the product[4]. Promotions are tools or activities used by companies to Communicate Customer Value[13][3].

From the definitions above, it can be concluded that promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who previously did not know to know the product, so that they become buyers

who always remember the product so that they are willing to accept, buy, and be loyal to the products offered by the company in question.

The main purpose of promotion is to modify consumer behavior, inform, influence, persuade, and remind target consumers about the existence of the company and the products offered. More specifically, it emphasizes these functions into the following crucial points[3][4]:

1. Informing: Promotional activities are focused on providing education and notification to the target market regarding the details of new offers or features of the company's products.
2. Persuading: Although sometimes less popular with some people, persuasive promotions are still strategically directed to encourage immediate purchase decisions.
3. *Reminding*: This strategy is carried out to maintain consumers' memory of the brand (*brand awareness*), especially when the product has entered the maturity phase so that it is not forgotten by customers.
4. Behavior Modification: Promotions aim to change people's habits or consumption patterns, such as educating how to use products more effectively to increase the frequency of purchases

A promotional mix is a combination of strategic instruments that companies use to effectively achieve marketing communication goals through consistent messaging. The elements in the mix include[3][7]:

1. *Advertising*: A form of non-personal communication paid for by certain sponsors to build awareness, convey detailed product information, and differentiate the company's offerings from competitors.
2. Personal *Selling*: A personal presentation by a company's salespeople that allows for direct two-way interaction to build long-term relationships and tailor offerings to the customer's specific needs.
3. *Sales Promotion*: The use of short-term incentives, such as discounts, coupons, or brochure distributions, designed to stimulate immediate purchases and increase the flow of goods from manufacturers to consumers.
4. Public Relations: Strategic efforts to build a positive image of the company, manage public opinion, and handle various issues or events to strengthen the bargaining position in the eyes of the public.
5. Word *of Mouth*: Interpersonal communication between consumers regarding product experiences that has high credibility and a significant influence on the purchase decision of new potential customers.
6. Direct Marketing: An interactive relationship with individual consumers that is carefully targeted to elicit an immediate response, whether through digital media, mail, or phone in various locations.

The integration of all elements of this promotional mix is key for companies to communicate value persuasively and build customer loyalty in the midst of competitive market competition.

Customer Satisfaction

Customer satisfaction is a fundamental indicator in evaluating the effectiveness of products or services based on the subjective experience of consumers after consumption. Theoretically, customer satisfaction is defined as the result of consumer evaluation that compares expectations before purchase with actual perceived performance after the use of a product or service [17][18]. Customer satisfaction reflects the company's level of success in meeting consumer needs and wants, which will ultimately impact loyalty and the long-term sustainability of the relationship between customers and the company[19][20].

Customer satisfaction serves as a crucial measurement to find out the extent to which users feel their needs are met by the attributes of the product or service received[21][22]. A high level of satisfaction reflects the company's success in aligning performance realities with the standards of customer desires[23].

In the perspective of consumer behavior, satisfaction arises through a post-purchase evaluative process. Satisfaction is achieved when the product alternatives chosen are at least able to match or even exceed the customer's expectations[24]. Conversely, negative discrepancies or dissatisfaction will arise when the actual results (*Outcome*) is unable to meet those expectations. Thus, it can be concluded that customer satisfaction is basically an emotional reaction that is

situational, where expectations act as a standard of comparison before consumption, while perceived performance is a real perception received after the consumption process takes place. There are four methods for assessing satisfaction customers are as follows:

1. Have a complaints and advice program
2. Conduct customer satisfaction surveys[25].

Customer satisfaction is the result of a thorough evaluation of the consumption experience that compares the actual performance of a product or service with pre-formed expectations. This satisfaction emerges as a form of subjective confirmation of the customer towards the quality received, where the company is required to carefully understand the dynamics of ever-changing consumer needs[26]. In line with this, regular satisfaction measurement is a strategic instrument to increase the efficiency and effectiveness of services[27]. Customers whose satisfaction levels are met tend to have higher loyalty in the long run, so a company's success depends heavily on its ability to align its offerings with market expectations.

More deeply, the formation of consumer satisfaction is influenced by several essential elements. These elements include[17][24]:

1. Expectations: The standards or beliefs that consumers have about the performance of the product before the purchase process is carried out.
2. Performance: The real perception of the customer when they feel the actual benefits and quality of the product or service during use.
3. Comparison: A cognitive process in which consumers juxtapose the initial expectation standard with the reality of perceived performance.
4. Experience: An accumulation of past interactions and external information that affects how customers rate a service.
5. Confirmation and Disconfirmation: Confirmation conditions occur when the product's performance is in line with expectations, while Disconfirmation occurs when there is *a gap* between expectations and reality, whether it is positive (exceeding expectations) or negative (below expectations).

3. Research methods

This study uses a quantitative approach with a survey method conducted in Tembilahan, Indragiri Hilir Regency, in 20 sub-districts during the period November 2025 to February 2026. The research population is all consumers of the ACC Agricultural Store who have made purchases in the past year as many as 2,000 people. The sample was determined using the Slovin formula with an error rate of 10% so that 100 respondents were obtained [28]. Sampling technique using *proportionate stratified random sampling* and *accidental sampling* [28].

Data was collected through questionnaires with a Likert scale, and supported by observations and interviews. Data analysis techniques include descriptive analysis and multiple linear regression with data quality testing through validity and reliability tests as well as classical assumption tests consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation. Hypothesis testing was carried out using the F test, t-test, and determination coefficient (R^2) to determine the effect of service quality and promotion on customer satisfaction.

4. RESULTS AND DISCUSSION

Results

Table 1. Descriptive Statistics of Research Variables

Variabel	N	Minimum	Maximiun	Mean	Std Deviation
Quality of Service (X1)	100	3.10	4,90	4,12	0.45
Promotion (X2)	100	3.00	4,80	4.05	0.50
Customer satisfaction (Y)	100	3.20	4,95	4.20	0.42

Source: data processed by researchers 2026

Based on Table 1, the average value of service quality is 4.12, promotion is 4.05, and customer satisfaction is 4.20. The overall average score was above 4.00, which indicates that respondents gave ratings in the good to excellent category. This indicates that customers have a positive perception of the services and promotions provided by the ACC Agricultural Store.

Instrument Quality Test

Validity Test

All statement items have a Corrected Item-Total Correlation value > 0.30, so all items are declared valid.

Reliability Test

Table 2. Reliability Test Results (Cronbach's Alpha)

Variabel	Cronbach's Alpha	Remarks
Quality of Service (X1)	0.873	Reliabel
Promotion (X2)	0.841	Reliabel
Customer Satisfaction (Y)	0.889	Reliabel

Source: data processed by researchers 2026

Based on Table 2, all variables have a Cronbach's Alpha value > 0.70, so it can be concluded that the research instrument is reliable and consistent.

Classic Assumption Test

Normality Test

The Kolmogorov-Smirnov test yields an Asymp value. Sig = 0.200 (> 0.05), so the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Variabel	Tolerance	Lively	Remarks
Quality of Service (X1)	0.642	1.558	Multicollinearity does not occur
Promotion (X2)	0.642	1.558	Multicollinearity does not occur

Source: data processed by researchers 2026

Based on Table 3, the VIF value is 1.558 (< 5) and the tolerance value is > 0.10, so it can be concluded that there is no multicollinearity between independent variables.

Heteroscedasticity Test

The Glejser test showed a significance value of each variable > 0.05, so that heteroscedasticity did not occur.

Analysis of the Regresi Linier Berganda

Table 4. Multiple Linear Regression Test Results

Variabel	B	Std. Error	t	Say.
(Constant)	1.215	0.321	3.786	0.000
Quality of Service (X1)	0.432	0.085	5.082	0.000
Promotion (X2)	0.318	0.079	4.025	0.000

Source: data processed by researchers 2026

Based on Table 4, the regression equation is obtained as follows:

$$Y = 1.215 + 0.432X1 + 0.318X2$$

The regression coefficient shows that the quality of service and promotion has a positive influence on customer satisfaction. The value of the service quality coefficient of 0.432 indicates that improving service quality will increase customer satisfaction. Meanwhile, the value of the promotion coefficient of 0.318 shows that promotions also contribute to increasing customer satisfaction.

Uji Hypothesis
T test (Partial)

The results of the t-test showed that the quality of service and promotion each had a significance value of 0.000 (< 0.05), so that both variables had a significant effect on customer satisfaction.

F Test (Simultaneous)

Table 5. Test F

Model	f	sig
Regression	56.732	0.000

Source: data processed by researchers 2026

Based on Table 5, the F value was obtained with a calculation of 56.732 with a significance of 0.000 (< 0.05). This shows that the quality of service and promotion simultaneously have a significant effect on customer satisfaction.

Coefficient of Determination

Table 6. Coefficient of Determination (R^2)

R	R Square	Adjusted R Square
0.735	0.540	0.530

Source: data processed by researchers 2026

Square's R value of 0.540 indicates that 54% of the variation in customer satisfaction can be explained by the quality of service and promotion, while the remaining 46% is influenced by other variables outside of the study.

Discussion

The results of the study show that service quality has a positive and significant effect on customer satisfaction. This indicates that the better the service provided, including aspects of reliability, responsiveness, assurance, empathy, and physical evidence, the higher the level of customer satisfaction. These findings are in line with the theory that service quality is a major factor in shaping customer satisfaction and loyalty.

In addition, promotions have also been proven to have a positive and significant influence on customer satisfaction. Promotional strategies such as providing discounts, delivering product information, and effective communication can increase customer value perception. Thus, promotions not only serve as a marketing communication tool, but also as a means to strengthen relationships with customers.

Simultaneously, the quality of service and promotion have a significant effect on customer satisfaction. This shows that the two variables complement each other in creating an optimal customer experience. Good service needs to be supported by effective promotion in order to have a maximum impact on customer satisfaction.

The determination coefficient value of 54% shows that the quality of service and promotion is the main factor that affects customer satisfaction at the ACC Agricultural Store. However, there are still 46% of other factors that have not been researched, such as price, product quality, location, and customer emotional factors, which also have the potential to affect satisfaction levels.

5. CONCLUSION

This study shows that the quality of service and promotion has a positive and significant influence on customer satisfaction at the ACC Agricultural Store in Tembilahan. Partially, the quality of service contributes to improving customer satisfaction through responsive, friendly, and informative service aspects. Similarly, promotions play a role in increasing customer satisfaction through the delivery of clear information as well as attractive offers.

Simultaneously, these two variables have been proven to have a significant effect on customer satisfaction, which shows that the combination of quality service and effective promotional strategies is an important factor in creating customer satisfaction. In addition, the determination coefficient value indicates that the quality of service and promotion can explain most of the variation in customer satisfaction, although there are still other factors outside of the research model that also influence.

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