Research Article

The Comparison Study of Custommer's Satisfaction between Carefour and Giant Hypermarket in Cikarang West Java

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Abstract: **This research purposed to know the customer satisfaction between Giant and Carrefour Hypermarket. The research methodology that the researcher used in this case is Quantitative analysis method. The sample size, the researchers calculate the minimum sample size required to make the research by using sample size for mean formula by slovin. The result gives that this research requires minimum 180 respondents to gain the 95% level of confidence with the 0.5 standard of error and standard deviation 3.42. The statistical analysis used anova to compare the customer's satisfaction between two Carefour and Giant Hypermarket. The weighted mean used to evaluate what is dominant factor between them. The result were (1)The Carrefour and The Giant hypermarkets don't have the significant difference in customer satisfaction (2) In product diversification factor that influences the customer satisfaction, Giant has better role (3) The quality of products in Carrefour is better than products in Giant (4) In product quality factor that influences the customer satisfaction, Carrefour has better role (5) The Quality of products in Carrefour is better than products in Giant (6) In pricing factor that influences the customer satisfaction, Giant has better role (7) Product's pricing and pricing system in Giant is better than in Carrefour (8) In responsiveness factor that influences the customer satisfaction, Giant has better role (9) The Employees' responsiveness in Giant is better than in Carrefour (10) In assurance factor that influences the customer satisfaction, Carrefour has better role (11)The assurance in Carrefour is better than in Giant(12) In location factor that influences the customer satisfaction, Giant has better role**

INTRODUCTION

Background of Study

Customer is the parties who receive and consume products include goods and services. Customer has the power to choose among different products from different suppliers. The importance of customers has been highlighted by many researchers and academicians. Zairi (2000) said "Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy".

Zairi has mentioned the main reason why organizations today are focusing on how to satisfy their customer, get their loyalty and have their retention. In this paper, the writers will discuss more about customer satisfaction, specifically, between Carrefour and Giant hypermarkets. The writers choose customer satisfaction aspect as the comparison because customer satisfaction in both hypermarkets are the most important part of their business. In fact, knowing Giant and Carrefour are both hypermarkets that have slight of difference which made the writers realize that satisfied customers are most important key of success in this kind of business.

Satisfied customers are pleased to share their experiences with other people of the satisfying shopping experiences for five to six people they know. It means that the power of mouth to mouth marketing is very dominant, especially for Indonesian who has collective behavior. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experiences. Furthermore, it is important to realize that many customers will not complain and this will differ from one industry sector to another. Lastly, if people believe that dealing with customer satisfaction/complaint is costly, they need to realize that it costs as much as 25 percent more to recruit new customers".

Problem Identified

The problem that happens in shopping place has come to the researchers concerned. In the 20th century, people mostly shop for their daily needs in traditional markets and the negotiation in price is inevitable. In the 21st century, the trend of shopping for daily goods has been changing dramatically. People tend to buy from the supermarket, or hypermarkets that has fix price and cleaner place.

From the trend of shopping from the one stop shopping center, many of the supermarkets and hypermarkets are being built in all over the Indonesia, even franchise from

overseas. The idea of knowing the most influencing variable in satisfying customer needs from two most well-known hypermarkets, Giant and Carrefour, comes to researchers mind.

Statement of Problem

So from the identified problem, researchers state the problems are:

1. Do Carrefour and Giant have the same customer satisfaction?
2. Which hypermarket has better in each factor that influences the customer satisfaction?

Research Objectives

This research purposed to know the customer satisfaction between Giant and Carrefour are the same or not. The research methodology that the researcher used in this case is Quantitative analysis method.

From the explanation above, the objective of this research are to determine the most dominant factors affecting President University's Students satisfaction on Carrefour and Giant and to determine the most dominant factor for the reason of choosing Giant as President University's Students choice in fulfilling their daily and basic needs and also and to determine the most dominant factor for the reason of choosing Carrefour as President University's Students choice in fulfilling their daily and basic needs.

Theoretical Framework
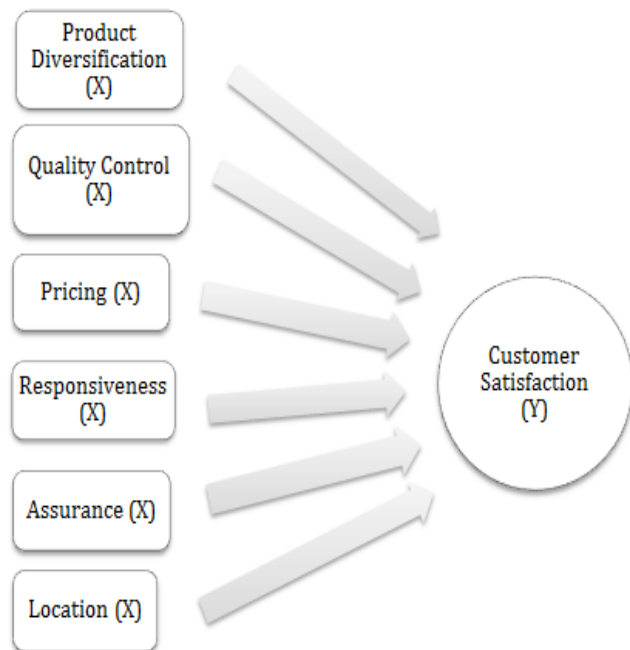
Theoretical Framework

Figure 1. Theoretical Framework

In the figure above, the researchers divide the variables into two kinds: dependent and independent variables. The dependent variable is the Customer Satisfaction (Y): Customer

Satisfaction, while the dependant variables will be the supporting variables of independent variables that affecting the customer satisfaction. In this research, the researcher divides the independent into six independent variables, X1: Product diversification, X2: Quality Control, X3: Pricing, X4: Responsiveness, X5: Assurance, and X6: Location. The relationship between this independent and dependant variables will be decided using a quantitative method model analysis to determine whether these variables of X1, X2, X3, X4, X5 and X6 are fit enough and can be used as research variables.

Scope and Limit

1. The market segment is only limited in a scope of President University students in Jababeka, Cikarang.(random)
2. The object of research are Giant and Carrefour located in Cikarang area, Jababeka.

Hypothesis

H_0: There is no significant difference in customer satisfaction between Carrefour and Giant hypermarkets or $\mu_C - \mu_G = 0$

H_1: There is significant difference in customer satisfaction between Carrefour and Giant hypermarkets or $\mu_C - \mu_G \neq 0$

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler 1997). The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth (Brown 1992). According to Jones and Sasser (1995), four basic elements affect customer satisfaction. They are; the basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

Service Quality

Quality work does not mean quality service (Maister, 1997). According to Brown (1992), customers prefer organizations that deliver quality service, and suppliers can charge premium for quality services. Early research (Grönroos, 1982) suggests that customers assess service quality by comparing what they feel a seller should offer and compare it against the seller's actual service performance. Quality control and marketing must take place during service production and consumption. Grönroos (1988) has identified a list of six criteria of good perceived quality: professionalism and skills, attitudes and behavior, accessibility and flexibility, reliability and trustworthiness, recovery, and reputation and credibility. The first is outcome-related, reputation and credibility are image-related, and the rest are process-related. Storbacka *et al.*

(1994) and Holmlund and Strandvik (1999) note that relationship quality can be seen as an antecedent to many other perception concepts, for example, value, satisfaction, trust, and commitment.

Responsiveness

Based on Parasuraman et al. 1988, responsiveness is willingness or readiness of employees to provide services. Responsiveness means anticipating problems before they occur, rather than fixing problems quickly. Companies must work at making sure that problems will not occur at all. Once the customer is sure about the quality of the product and responsiveness of the employees, the probability of a customer becoming a loyal customer increases (Parasuraman and Grewal, 2000b). In a hypermarket the management already prepares a customer service department to receive and to cope with the aspiration, complain, criticism or any suggestion from customers.

Product Diversification

Product diversification is needed in the market it can be considering as an important variable in measuring customer satisfaction. The diversification of the products in the market really has a very sensitive relation with the customers. Relatively, customers interest to the large market with various product inside the market. Then the company should hear and implement the idea based on the customer needs and wants. When they provide many choices and selections, customers will interest in visiting to the market and considering as a loyal customer. When Giant and Carrefour heard about what customers need and wants, they provide with the large and many various product inside the market. That means that they heard and aware about their customers voice and try to run the business very well.

Pricing

Many customers measure their costs only in terms of price, but in certain cases, the acquiring costs can be substantial and convenience costs can have a value for a customer (Heskett *et al*., 1997, Wayland and Cole, 1997). Basically, customer tend to pay an attention on cheaper products or price sign like "FREE *Tango* for purchasing 2 *Coca-cola*" or "Buy 1 get 1 free".

Location

The location of the business also becomes an important variable to influence the customer to buy more products. They have to consider the categories of the environment or the social class around the location. When they enter the right location with the wrong products it will be a wrong decision. When a hypermarket comes to the middle low surroundings with categories of products for middle up categories they will get losses because it won't fit the range of the environment.

Assurance

Assurance is knowledge and courtesy of employees and their ability to convey trust and confidence (Parasuraman et al,

1988). The customers want a good quality service from the employee, they want people who caring and listening about their needs. When the employees give the customers information about the products or services they about to know, they will feel that they are listened by the company and it can build the trust and customer loyalty. For example, an employee gives detail information about the detergent that customers want and tell the various products without confusing them.

Product Quality

The product quality can be defined as the most important variable of all, without a good quality in the product no matter how good the marketing is the product will be nothing. Most of the customer between the cost and the quality they will tend the quality first. When the product has a high quality and it costs expensive, they will considering it. Then the company should do is do the quality control. Like they sort the brand to enter their market or do the quality control in a frequent time so they can manage the customer satisfaction more and also it can increase the image and income of the company.

RESEARCH METHODOLOGY

Research Method

There are two basic approaches to research; qualitative and quantitative approach. Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity or number. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e. phenomena relating to or involving quality or kind, this research generates results either in non-quantitative form or in the form which is not involves any quantitative analysis gather from statistic tolls. Generally, the techniques of focus group interviews, projective techniques and depth interviews are used.

In order to gather the data, researcher spread the questionnaire to the sample correspondent. The methodology and procedures applied was determining the number of sample from population, spread the questionnaire to the sample correspondent and gather the data, measuring the validity and reliability of the collected data, determine the hypothesis null and hypothesis alternative, determine the region of rejection and non-rejection area, measure the level of significance and confidence coefficient, the last is testing the hypothesis.

Sampling Design

Determining the sample size in this research is very important because it affects the level of accuracy and the population is unknown. Sample size determination is the act of choosing the number of observations to include in a statistical sample. In this research, researcher use Simple random sampling: this type of sampling is also known as chance sampling or probability sampling where each and every item in the population has an equal chance of inclusion in the sample and each one of the possible samples, in case of finite universe, has the same probability of being selected. The population of

Giant and Carrefour is unknown. For calculating the sample size for unknown population, the researchers use this formula:

$$n = \frac{Z^2 \sigma^2}{e^2}$$

Research Instrument

In this research data were collected from sample correspondent through the set close ended questionnaire questions as the primary data. The questionnaire contains of 18 questions provided to be given for each respondents and each respondent's answers for a question of a hypermarket. Then the researchers process the data using this statistical software: the SPSS and Microsoft Excel.

Hypothesis Testing Methodology

In this research, researchers use hypothesis as the statistic tool to process the data gathered from the questionnaire. A **statistical hypothesis test** is a method of making decisions using data, whether from a controlled experiment or an observational study (not controlled). The hypothesis that the population parameter is equal to the research specification is referred as the null hypothesis, stated as Ho. Whenever a null hypothesis is specified; the alternative hypothesis is also specified. The one that must be accepted if the null hypothesis is rejected stated as H_1.

The alternative hypothesis represents the conclusion reached by rejecting the null hypothesis. The null hypothesis is rejected when there is sufficient evidence from the sample information that the null hypothesis is false.

The researchers want to compare the customer satisfaction of President University students for Giant Cikarang and Carrefour Cikarang.

The hypothesis null and hypothesis alternative specified as:

- H_o: There is no significant difference in Customer satisfaction of Carrefour and Giant hypermarkets
- H_1: There is significant difference in Customer satisfaction of Carrefour and Giant hypermarkets

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

Sample Size

The researchers calculate the minimum sample size required to make the research by using sample size for mean formula. The calculation is:

$$n = \frac{Z^2 \sigma^2}{e^2} = \frac{1.96^2 3.42^2}{0.5^2} = 179.73 \cong 180$$

The result gives that this research requires minimum 180 respondents to gain the 95% level of confidence with the 0.5 standard of error and standard deviation 3.42. So, based on the calculation, the researchers spread the questionnaire for 180 respondents for a hypermarket and the total are 360 respondents for both Carrefour and Giant hypermarkets.

Data Processing

In this section consists of the validity and reliability result from questionnaire that researchers spread at President University. Researchers used weighted mean as the way to reach the research objective in the first chapter.

The researchers use SPSS and Microsoft Excel and acknowledge that data collection for a certain research carries a purpose meaning. However, there is not research with 100% confidence. The reason is because of the error which is likely to occur in any part of the research. Using questionnaire, the researchers know that there are many factors affect the result and therefore the data collected is not always exactly measurable as expected. In assumption, the researcher has presented that other factors are distant, not counted or have no affect on result of questionnaire.

Table 1. Overall Mean for Each Item from Carrefour Respondents

Components	Questions	Weighted Mean	Standard Deviation
Product Diversification	A1	1.7778	0.63029
	A2	1.9167	0.63312
Quality Control	B1	1.8611	0.55697
	B2	1.9167	0.64188
	B3	2.000	0.62535
	B4	1.8611	0.66655
Pricing	C1	1.8500	0.64708
	C2	2.0500	0.6791
	C3	1.9611	0.75015
Responsiveness	D1	2.2222	0.78787
	D2	2.3778	0.78502
Assurance	E1	1.9611	0.57279
	E2	1.9778	0.66815
Location	F1	1.9833	0.67248
	F2	1.8056	0.68583
Customer Satisfaction	G1	2.0722	0.65186
	G2	1.9278	0.51817
	G3	1.9778	0.57853

Table 2. Overall Mean for Each Item from Giant Respondents

Components	Questions	Weighted Mean	Standard Deviation
Product Diversification	A1	1.7765	0.63184
	A2	1.9162	0.63486
Quality Control	B1	1.8603	0.55843
	B2	1.9106	0.63851
	B3	1.9944	0.62258
	B4	1.8659	0.66528
Pricing	C1	1.8547	0.64574
	C2	2.0503	0.68099
	C3	1.9497	0.73648
Responsiveness	D1	2.2179	0.78791
	D2	2.3743	0.78584
Assurance	E1	1.9777	0.57439
	E2	1.9777	0.6703
Location	F1	1.9777	0.67003
	F2	1.8045	0.6876
Customer Satisfaction	G1	2.0726	0.65367
	G2	1.9274	0.51959
	G3	1.9721	0.57504

Table 3. Customer Satisfaction between Carrefour and Giant

μ_C	μ_G	σ_{CG}	n	$\sqrt{n}$	Z
1.9722	1.9711	0.1424	360	18.9737	0.14

Do Carrefour and Giant Have The Same Customer Satisfaction?

The first objective of this research is to find out the customer satisfaction between Giant and Carrefour is the same or not. There are six elements that have been investigated by the researchers in order to get the result of the customer satisfaction: Product diversification, product quality, pricing, responsiveness, assurance, and location.

In this section, the researchers will answer the result form the Z-test in SPSS and Microsoft Excel. However, in fact, differences between Carrefour and Giant iis unavoidable. Although it might be thought that this comparison is sensitive, it is still the most important part of this research because it stems from a practical need of one's side or another. To serve this comparison, two samples z-test is conducted with $\propto = 0.05$.

The researchers use the information on the SPSS printout and Microsoft Excel to consider for each question. We let μ_C and μ_G represent the population mean for Carrefour and Giant respondents, respectively. The hypothesis used for this objective is denoted as:

H_0: There is no significant difference in customer satisfaction between Carrefour and Giant hypermarkets or $\mu_C - \mu_G = 0$

H_1: There is significant difference in customer satisfaction between Carrefour and Giant hypermarkets or $\mu_C - \mu_G \neq 0$

From the table above gotten from Ms. Excel output, stated that the Z for 0.05 level of significant is 0.14 which is higher than z value from the table (-1.96 < 0.14 < 1.96), it means that the null hypothesis, H_0, is being accepted and the alternative hypothesis is rejected, H_1. This conclusion is **"There is no significant difference in customer satisfaction between Carrefour and Giant hypermarkets at z=0.14".**

Which Hypermarket has Better in Each Factor that Influences The Customer Satisfaction?

The second objective of this research is to find out which hypermarket serves better in each factors or elements of customer satisfaction. There are six elements that have been investigated by the researchers in order to get the result of the customer satisfaction: Product diversification, product quality, pricing, responsiveness, assurance, and location. Using the Microsoft Excel, the researchers find out the weighted mean for each factor.

Table 4. Weighted Mean between Carrefour and Giant Hypermarkets

Weighted Mean	Carrefour	Giant
Product Diversification	1.8473	1.8464
Product Quality	1.9097	1.9078
Pricing	1.9537	1.9516
Responsiveness	2.3000	2.2961
Assurance	1.9695	1.9777
Location	1.8945	1.8911
Overall Customer Satisfaction	1.9926	1.9907

From the table 4.6, there is comparison of weighted mean from each factor to the customer satisfaction between Carrefour and Giant and overall of customer satisfaction from all respondents point of view directly. The Likert-scale measurement used in the research shows that **the smaller the number, the better the factors influenced the customer satisfaction.**

In the product diversification, the weighted mean from Carrefour is 1.9097 and from Giant is 1.8464 which means the weighted mean of Giant is higher than Carrefour (1.9097 > 1.8463). In conclusion, **products in Giant are more diverse than products in Carrefour**. The brands that are provided for a kind of product are more variation in Giant rather than in Carrefour.

For product quality, the weighted mean from Carrefour is 1.8616 and from Giant is 1.9078 which means the weighted mean of Giant is higher than Carrefour (1.8616 < 1.9078). In conclusion, **quality of products in Carrefour is better than products in Giant**. The quality of goods in Giant is better, fresher and more are not expired than Carrefour.

For pricing, the weighted mean from Carrefour is 1.9537 and from Giant is 1.9516 which means the weighted mean of Carrefour is higher than in Giant (1.9537 > 1.9516). In conclusion, **product's pricing and pricing system in Giant is better than in Carrefour**. The price of goods in Giant is more acceptable and the sign of pricing and discount are stated clearer than in Carrefour.

For responsiveness, the weighted mean from Carrefour is 2.3000 and from Giant is 2.2961 which means the weighted mean of Carrefour is higher than Giant (2.3000 > 2.2961). In conclusion, **employees' responsiveness in Giant is better than in Carrefour**. The employees in Giant are more responsive in customer's needs, helping customer and price checking in the cashier is faster.

For assurance, the weighted mean from Carrefour is 1.9695 and from Giant is 1.9777 which means the weighted mean of Giant is higher than Carrefour (1.9695 < 1.9777). In conclusion, **assurance in Carrefour is better than in Giant**. The safety of deposit area and parking are in Carrefour is higher than in Giant.

For location, the weighted mean from Carrefour is 1.8945 and from Giant is 1.8911 which means the weighted mean of Carrefour is higher than Giant (1.8945 > 1.8911). In conclusion, **location of Giant is more strategic than Carrefour**. Since Giant is closer to President University than Carrefour where is easily been reached by walking or cycling and less traffic.

For overall customer satisfaction from respondents point of view directly, the weighted mean from Carrefour is 1.9926 and from Giant is 1.9907 which means the weighted mean of Carrefour is higher than Giant (1.9926 > 1.9907). In conclusion, **the overall customer satisfaction from respondents' point of view of Giant is better than Carrefour**. The customer satisfaction of Giant is higher because of the product diversification is more, the price are affordable and easy to look for, the employees are responsive and the location is more strategic and closer to President University.

CONCLUSION AND RECOMMENDATION

Conclusion

Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories. The customer satisfaction measurement is helping in developing the company in the future to able in the competitive market.

After spent two months in doing this research about the analysis of customer satisfaction between Giant and Carrefour Hypermarkets in Cikarang based on President University Students with faced many problems i8n making this research, but with a hard working teams, the researchers can finally finished this research and hope that this research can be useful for researchers itself and for the junior whose will need information and gain this in the future.

Managers of a branch are not able to lead if just staying in their office and dream their hypermarket to be the first choice of the market. They should make an innovative and reliable service to the customer and know that the customer is satisfied or not. That is important especially in the competitive market where thre are many competitors that could bring another company down for their great service.

The researchers are encouraged to conduct this research by the aspiring idea. The researcher acknowledges that there are many elements affecting in customer satisfaction. It is also about changing and improving is urgent, including quality and service management. In order to complete, the management

has to know in which aspect, their products are better than others and being different with other competitors are a positive surplus. This study is aimed to analyzed are Carrefour and Giant hypermarkets in Cikarang serve the customer to gain the same customer satisfaction or not. After analyzing data, the following conclusions are made for each objective.

Carrefour and Giant hypermarkets don't have the significant difference in customer satisfaction

From the statistical result, it shown that there wass no significant difference between customer satisfaction of Carrefour and Giant hypermarkets in Cikarang. With the z-value 0.14 which is in the accepted area between -1.96 and 1.96 from the 5% level of significance.

However both hypermarkets need to aware that customer satisfaction is just a relative thing and for this study. The hypermarkets should know the customers need in order to support and enhance the customer satisfaction.

In product diversification factor that influences the customer satisfaction, Giant has better role

From the statistical result, it shown for product quality, the weighted mean from Carrefour is 1.8616 and from Giant is 1.9078 which means the weighted mean of Giant is higher than Carrefour (1.8616 < 1.9078). In conclusion, **quality of products in Carrefour is better than products in Giant**. The quality of goods in Giant is better, fresher and more are not expired than Carrefour.

In product quality factor that influences the customer satisfaction, Carrefour has better role

From the statistical result at Chapter 4, it shown for product quality, the weighted mean from Carrefour is 1.8616 and from Giant is 1.9078 which means the weighted mean of Giant is higher than Carrefour (1.8616 < 1.9078). In conclusion, **quality of products in Carrefour is better than products in Giant**. The quality of goods in Giant is better, fresher and more are not expired than Carrefour.

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From the statistical result at Chapter 4, it shown for assurance, the weighted mean from Carrefour is 1.9695 and from Giant is 1.9777 which means the weighted mean of Giant is higher than Carrefour (1.9695 < 1.9777). In conclusion, **assurance in Carrefour is better than in Giant**. The safety of deposit area and parking are in Carrefour is higher than in Giant.

In location factor that influences the customer satisfaction, Giant has better role

For location, the weighted mean from Carrefour is 1.8945 and from Giant is 1.8911 which means the weighted mean of Carrefour is higher than Giant (1.8945 > 1.8911). In conclusion, **location of Giant is more strategic than Carrefour**. Since Giant is closer to President University than Carrefour where is easily been reached by walking or cycling and less traffic.

Recommendation

In the future, if there will be some researchers interested in customer satisfaction research, we have learned several weaknesses from both hypermarkets and the following recommendation is given:

1. Customer satisfaction in related to customers' loyalty that supposed to be analyze too as the post-satisfaction that is quite important. The factors or independent variables that influence customer satisfaction that has been analyzed in this research is the part of pre-satisfaction which means which can caused the customer satisfaction. Different from the post-satisfaction factor that gains customer loyalty which directly influence the customers to buy goods again in the hypermarket even know there is weakness in th e hypermarket.

2. This research is only a case study, it is suggested for the future research to elaborate the research in a bigger volume of population and sample so that researchers can get a more exact and full understanding about the topic.

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