UTILITARIAN VALUE AND HEDONIC VALUE ANALYSIS OF CUSTOMER SATISFACTION AT PT SUMBER ALFARIA TRIJAYA TBK (ALFAMART)

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ARTICLEINFO	ABSTRACT
Keywords: *Utilitarian Value,* *Hedonik Value,* *Customer Satisfaction*	The purpose of this research was to determine: 1). Utilitarian Value an affects on customer satisfaction, 2). Hedonic Value has an effect on customer satisfaction. 3) To find out whether Utilitarian Value and hedonic value affect on customer satisfaction. 4) To measure how much influence the Utilitarian Value and hedonic value have on customer satisfaction. This research is quantitative descriptive. The technique of collecting data using a questionnaire. The population in this study were the customers of PT Sumber Alfaria Trijaya TBK (Alfamart) in Batam. The sampling method using the Slovin formula, then taken as many as 423 respondents. The results of this study were obtained: the results of the t test variable Utilitarian Value (X1) on customer satisfaction (Y) obtained t value of 5.905 which is greater than the t table (5.905 > 1.9719) with a significance of less than 0.05 (0.000 <0.05). In the hedonic variable value (X2) to customer satisfaction (Y), the value of t arithmetic 136,479 which is greater than t table (136,479 > 1.9719) with a significance of less than 0.05 (0.000 <0.05). The Multiple linear regression equation $Y = (-1.351) + 0.413 (X1) + 0.674 (X2) + e$. The conclusion of this study is it is known that the Utilitarian Value and Hedonic Value variabels that influence customer satisfaction of PT Sumber Alfaria Trijaya TBK (Alfamart) in Batam.
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1. INTRODUCTION

The growth of the modern retail business in Indonesia has shown very rapid development and has promising prospects for the future. This is marked by the emergence of several shopping centers ranging from shops, supermarkets, minimarkets, hypermarkets, supermarkets, department stores, and others. Thus, consumer spending in Indonesia grew by an average of around 11.8% per year in the 2012-2015 period. In 2015, consumer spending for food is estimated at IDR 1,930 trillion, while non-food products amounted to IDR 4,369 trillion. (Source: Indonesian Retailers Association, Media Data, 2016).

For the modern retail industry (modern trade) for the category of fast-moving consumer goods (FMCG) in Indonesia, it grew by an average of around 10.8% in 2015, with the highest growth occurring in the minimarket segment of 11% and super/hypermarkets of 10.6 %. Modern shop sales per capita in Indonesia are estimated at US$ 60 with a composition of 56% in minimarkets and 44% in super/hypermarkets. The market size of the minimarket industry in Indonesia is around IDR 73 trillion with an annual average growth of 13.5% for the 2012-2015 period. Along with the many shopping places, competition in the retail business sector will also be increasingly competitive.

PT. Sumber Alfaria Trijaya Tbk (Alfamart) is one of the companies in the retail industry in the form of minimarkets and is a national company engaged in general trading and retail services that provides basic needs and daily necessities using the name Alfamart minimarket. Alfamart has a good performance when compared to its main competitor minimarket brand, Indomaret. This can be seen from the growth of Alfamart minimarket outlets which have reached more than 13,726 Alfamart outlets from 2008 to March 2020.

Figure 1. Number of Alfamart Stores (2016-Mar 2020)
Source: PT Sumber Alfaria Trijaya Tbk (2020)

PT Sumber Alfaria Trijaya Tbk (AMRT) in the first three months of 2020 has added 47 new Alfamart outlets to 13,726 outlets. While closing the outlets of large retail companies due to sluggish sales, Alfamart continues to show its expansion by opening new stores every year. Like picking up the ball, Alfamart opens new outlets by approaching consumer locations in residential areas. In five years (2016-2020), Alfamart outlets have added more than three thousand stores. Throughout 2019, Alfamart recorded profit growth of 116.5% to IDR 650.14 billion compared to the previous year.

Nowadays supermarkets/hypermarkets are opening more and more in various places both in big cities and small towns, including in the city of Batam. The presence of supermarkets/hypermarkets is a demand for lifestyle changes in urban communities. In the current condition, with the increasingly narrow time demands and shifting culture, the time available to look for tools to fulfill daily needs has also changed. This kind of condition reflects a phenomenon that occurs where people are becoming increasingly critical in choosing places to shop. This critical nature is characterized by, among other things, the community wanting goods as complete as possible, quality products, satisfying services, and facilities, all of which are contained in one store, namely supermarkets/hypermarkets/department stores.

According to Ma'ruf in Yistiani cited [1} shopping activities were initially carried out by consumers rationally, namely related to the benefits provided by the product (utilitarian value). However, currently, shopping activities are also influenced by emotional values such as pleasure and fun, or what are known as hedonic values. So we can see that currently, the existence of modern markets is very profitable for society, especially for people who have hedonic characteristics, because the presence of modern markets makes people's shopping activities easier and more enjoyable.

Generally, customer satisfaction is a feeling of whether someone is happy or not after comparing expectations and reality. Meanwhile, according to Kotler and Keller in a quote [2] results of product performance against their expectations. Most satisfied consumers will become loyal to the company and most will decide to make repeat purchases. According to consumer repurchase interest is based on consumer satisfaction after using the product. Consumers will be loyal to products that give them satisfaction and will repurchase as long as the product is still able to satisfy consumers [3].

The phenomenon that has occurred since the rapid growth of the retail business in Batam, is that there are more and more choices for customers to shop. Sales of food and beverage products and household needs decreased and were not sold out in a month as usual. Many food and beverage products are expired and wasted. This phenomenon makes researchers interested in conducting research with the title "The Influence of Utilitarian Values and Hedonic Values on Customer Satisfaction of PT Sumber Alfaria Trijaya TBK (Alfamart) in Batam."

3. METHOD

The design in this study uses a quantitative research method, which a quantitative method because the research data is in the form of numbers and the analysis uses statistics [4]. The quantitative method is used when the problem is a deviation between what should be and what happened, between rules and implementation, between theory and practice, and between plans and implementation. Based on the background and problem formulation that has been mentioned, this study uses a quantitative method to

measure Utilitarian Value (X1) and Hedonic Value (X2) on Customer Satisfaction (Y). The object of research is the employees of PT Sumber Alfaria Trijaya TBK (Alfamart), and the unit of analysis is the employees of PT Sumber Alfaria Trijaya TBK (Alfamart). As for primary data "primary data are basic sources which are the main evidence or witnesses of past events" [5], obtained from employees of PT Sumber Alfaria Trijaya TBK (Alfamart) while secondary data "Secondary data is a record of an event or records that are far from the source"[6], obtained from PT Sumber Alfaria Trijaya TBK (Alfamart).

This research method uses the method of verification or causality. The population is 138 people with a sample of 138 people. The research object of PT Sumber Alfaria Trijaya TBK (Alfamart) with the employee analysis unit of PT Sumber Alfaria Trijaya TBK (Alfamart). Data were obtained by using a questionnaire and interviewing staff and leaders of PT Sumber Alfaria Trijaya TBK (Alfamart). The analytical method used is the Multiple Linear Regression equations $Y = a + b1X1 + b2X2 + \epsilon$.

Information:
Y = Customer Satisfaction
A = Regression equation constant
bb1, b2,b3 = Regression coefficient
X1 = Utilitarian Value
X2 = Hedonic Value
e = Error/ epsilon (other influencing factors)

The design hypothesis is that Utilitarian Value and Hedonic Value influence Customer Satisfaction both partially and simultaneously at PT Sumber Alfaria Trijaya TBK (Alfamart).
a) H0 = Utilitarian Value and Hedonic Value do not affect Customer Satisfaction either partially or simultaneously at PT Sumber Alfaria Trijaya TBK (Alfamart).
b) H1 = Utilitarian Value and Hedonic Value influence Customer Satisfaction either partially or simultaneously at PT Sumber Alfaria Trijaya TBK (Alfamart).

4. RESULT AND DISCUSSION

Table 1. Equation of Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.351	2.021		-.668	.505
	Utilitarian	.413	.070	.304	5.905	.000
	Hedonik	.674	.066	.525	10.192	.000

Based on the results of multiple linear regression calculations, it can be concluded that the regression equation is:
Y= (-1.351) + 0.413 (X1) + 0.674 (X2) + e

Table 2. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729a	.532	.528	2.998

Based on table 2, the regression model has a coefficient of determination (Adjusted R 2) of 0.528. It can be concluded that the contribution of the independent variables consisting of utilitarian (X1) and hedonic (X2) variables can affect the dependent variable Customer satisfaction (Y) by 52.8% and the remaining 47.2% is influenced by other factors not discussed in this study.

Table 3. Simultaneous F/T Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2453.587	2	1226.794	136.479	.000b
	Residual	2157.335	240	8.989		
	Total	4610.922	242			

Based on Table 3, it is known that the calculated f value is 136,479 with a significance level of 0,000, the calculated f value will be compared with the f table. Value of f table at error rate α = 5% with a degree of freedom (df) = (n-k) : (k-1). The number of samples (n) is 243, and the number of research variables (k) is 3. So df = (243-3) : (3-1), so that at a customer satisfaction level of 95% (α = 5%) is 3.04. So f count > f table (136.479> 3.04) and a significance level of 0.000 is less than 0.05 (0.000 <0.05), then H3 is accepted, meaning that all independent variables (utilitarian values and hedonic values) together have a significant effect on the variable dependent (customer satisfaction).

T Test (Partial)

Table 4. T Test (Partial)

Variabel	T	Sig.	T tabel	Alpha	Keterangan
UTILITARIAN	5.905	0.000	1.971.90	0.05	Signifikan
HEDONIK	10.192	0.000	1.971.90	0.05	Signifikan

Table 4. can be concluded as follows:
1. Based on the results of the processing of the utilitarian value variable, the t-count value is 5.905, because the calculated test results are greater than the t-table (5.905 > 1.97190) then H1 is accepted and Ha is rejected at a significant level of 0.05. This means that the utilitarian value variable has a significant influence on customer satisfaction.
2. Based on the processing results of the hedonic value, the t-count value is 10.192, because the calculated test results are greater than the t-table (10.192 > 1.97190) then H1 is accepted and Ha is rejected at a significant level of 0.05. This means that the hedonic value variable has a significant influence on customer satisfaction.

In the table above we can see the results of the t-test analysis which shows that the partial effect of the X1 variable (utilitarian value) is 0.000 and the alpha value is 0.05, this shows that the effect of the X1 variable (utilitarian value) on satisfaction is significant, because the significance value is 0.000 < from alpha 0.05 and t count value 5.905 > t table 1.97190 so it can be concluded that the hypothesis is accepted. While the effect of variable X2 (hedonic value) on satisfaction is significant because the significance value is 0.000 <from alpha 0.05 and the t-count value is 10.192> t-table 1.97190 so it can be concluded that the hypothesis is accepted.

The Effect of Utilitarian Variables on Customer Satisfaction
3.From the results of testing hypothesis, 1 it has also been proven that there is an influence between utilitarian values on customer satisfaction, through the results of the calculations that have been tested it has been obtained that the t results of the utilitarian value variable are 10,192 and the t table value is 1.97190 with a significant value of 0,000 <0.05, while simultaneously testing the variable utilitarian values and hedonic values have a simultaneous effect on customer satisfaction with the indicated value of f count 136,479 more than f table 3.04 thus H1 is accepted and Ha is rejected. For the value of R2 (R Square) of 0.532 or 53.20%. This test statistically proves that utilitarian value has a positive effect on customer satisfaction, meaning that there is an influence between utilitarian value variables on customer satisfaction at PT Sumber Alfaria Trijaya TBK (Alfamart). From the respondents' responses to the utilitarian value variable, the majority of respondents agreed to statements related to utilitarian values in the NU5 statement "Lots of discounts and offers when shopping at PT Sumber Alfaria Trijaya TBK (Alfamart)" with a weight of 1006. The same is true for the hedonic value variable, the majority of PT Sumber Alfaria Trijaya TBK (Alfamart) respondents agreed with the statement regarding discounts at PT Sumber Alfaria Trijaya TBK (Alfamart). So we can see that discounts have the greatest influence on customer satisfaction from both utilitarian and hedonic. This is in line with previous research previously conducted [7] entitled The Influence of Utilitarian Value and Hedonic Value on consumer satisfaction at Indomaret Point Colombo Yogyakarta Branch with the results of his research namely Hedonic Value and Utilitarian Value affect customer satisfaction both partially and simultaneously.

The Effect of Hedonic Variables on Customer Satisfaction
From the results of testing hypothesis 2 it has been proven that there is an influence between the hedonic value on customer satisfaction, through the results of the calculations that have been tested it has been obtained the t results of the hedonic value variable of 5.905 and the t table value of 1.97190 with a significant value of 0.000 <0.05, whereas Simultaneous test of the variable hedonic value and utilitarian value has a simultaneous effect on customer satisfaction with the indicated value of f count 136,479 more

than f table 3.04 thus H1 is accepted and Ha is rejected. For the value of R2 (R Square) of 0.532 or 53.20%. This test statistically proves that the hedonic value has a positive effect on customer satisfaction, meaning that there is an influence between the use of hedonic values on customer satisfaction PT Sumber Alfaria Trijaya TBK (Alfamart). According to Holbrook [8] hedonism is motivated by the desire to have fun and to be playful, therefore hedonic reflects the values of shopping experiences which include fantasy, passion, sensory, stimulation, enjoyment, pleasure, curiosity, and escapism. From the respondents' responses to the hedonic value variable, the majority of consumers agreed to statements related to the hedonic value owned by PT Sumber Alfaria Trijaya TBK (Alfamart) in the NH8 statement, namely "respondents feel happy shopping at PT Sumber Alfaria Trijaya TBK (Alfamart) when there is discounts price" with a weight of 1059. Thus it can be seen that the value of customer pleasure is fulfilled when PT Sumber Alfaria Trijaya TBK (Alfamart) makes a discount which is an attraction even though at that time the customer did not plan to make a purchase. So that with this discount, customers can enjoy the excitement/enjoyment of shopping without having to think about the price. In this way, it can also be seen that the hedonic needs of customers are fulfilled, so that customer satisfaction is also obtained by PT Sumber Alfaria Trijaya TBK (Alfamart). This is in line with previous research previously conducted by [9] entitled The Influence of Utilitarian Value and Hedonic Value on consumer satisfaction at Indomaret Point Colombo Yogyakarta Branch with the results of his research namely Hedonic Value and Utilitarian Value affect customer satisfaction both partially and simultaneously.

5. CONCLUSION

The test results show that partially the hedonic value variable has a significant effect on customer satisfaction. This means that the better/increased hedonic value owned by PT Sumber Alfaria Trijaya TBK (Alfamart), the greater the customer satisfaction obtained. The test results show that partially the utilitarian value variable has a significant effect on customer satisfaction. This means that the better/increased utilitarian value owned by PT Sumber Alfaria Trijaya TBK (Alfamart), the greater the customer satisfaction obtained. The test results show that the variable utilitarian values and utilitarian hedonic values simultaneously influence so that it can be interpreted that the better/increased utilitarian values and hedonic values owned by PT Sumber Alfaria Trijaya TBK (Alfamart), the greater the customer satisfaction that will be obtained.

The results showed that R Square was 0.532 or 53.20%, which means that the customer satisfaction variable was influenced by the utilitarian and hedonic value variables by 53.20%, while the remaining 46.80% was influenced by other variables outside this study.

From the average results of respondents' responses to hedonic values, it shows an average number of 3.87, which means that the majority of respondents agreed with the hedonic values in PT Sumber Alfaria Trijaya TBK (Alfamart). The highest weight in the 8th statement is a weight of 1,059, which means that respondents feel happy shopping at PT Sumber Alfaria Trijaya TBK (Alfamart) when there is a discount.

From the average results of respondents' responses to utilitarian values, show an average number of 3.98, which means that the majority of respondents agree with the utilitarian values that exist in PT Sumber Alfaria Trijaya TBK (Alfamart). The highest weight in the 5th statement with a weight of 1006 which means there are lots of discounts and offers when shopping at PT Sumber Alfaria Trijaya TBK (Alfamart).

From the results of the average response of respondents to customer satisfaction, it shows an average number of 3.80, which means that the majority of respondents agreed with the satisfaction that exists at PT Sumber Alfaria Trijaya TBK (Alfamart). The highest weight in the 8th statement with a weight of 955, which means that the respondent has never felt disappointed when I shopped at PT Sumber Alfaria Trijaya TBK (Alfamart).

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