

## ANALYSIS OF SUITABILITY AND PRICE APPROPRIATENESS TOWARDS CUSTOMER SATISFACTION LEVEL AT INDOMARET GADING SERPONG

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### Abstract

*This study aims to determine whether the level of customer satisfaction affects the suitability and accuracy of prices at Indomaret Gading Serpong. This study uses a quantitative descriptive approach method with data collection using surveys or observations through the distribution of questionnaires and literature studies. The objects of this study are customers who shop at Indomaret Gading Serpong. The results of this study indicate that the prices listed on the goods display rack and those at the cashier greatly influence purchasing decisions and have an impact on customer satisfaction who shop at Indomaret. Prices that do not match between the goods display rack and the cashier will cause anxiety, confusion, and distrust for customers, which has the potential to cause losses for consumers and Indomaret itself. Price differences that occur continuously and without improvement can also make customers more careful and thorough when shopping, besides also influencing the decision to shop again at Indomaret in the future or in the future.*

**Keywords:** Price; Indomaret; Customer Satisfaction; Consumer Behavior; Service

### Introduction

#### Background

PT Indomarco PrismaTama is a subsidiary under the auspices of the Salim Group. <https://id.wikipedia.org/wiki/Indomaret>. According to data sourced from databoks.id and katadacoid, Indomaret is the minimarket with the largest number of outlets in Indonesia, namely 23.1 thousand units at the end of March 2025. Compared to data entered at the end of 2024, Indomaret grew by around 1.96% which is the fastest compared to its competitors.

In the past two years, Indonesia has fully recovered from the Covid-19 outbreak, leaving an economy that has not fully recovered. However, Indonesia is slowly starting to rise towards a better Indonesia, especially in the economic sector. In this increasingly advanced era, everyone wants something that is easily accessible, fast and convenient. This is one of the focuses in the economic sector, such as the sale of daily necessities. If in the past people bought daily necessities in traditional markets, along with the development of the times, there are now many modern shopping centers such as supermarkets and minimarkets that can meet daily needs.

According to Agustinus Yanuar, (2020:76) Purchasing decisions are activities carried out by consumers when purchasing a product. The decision to choose an available alternative begins when consumers realize a problem or need for a desired product. The purchasing process shows the reasons why someone likes, chooses and buys a particular product.

Modern markets such as supermarkets and minimarkets have their own advantages such as comfortable places, easy to reach, and stable and fixed selling prices. Stable selling prices mean that customers do not need to bargain with sellers and make it easier to access buying and selling.

According to Rufman Iman Akbar (2021), Customer Relationship Management plays a role in managing relationships with existing customers by creating loyalty to the company. Companies can invest in finding new customers, but still manage relationships with existing customers so that the business continues to grow and keeps customers from leaving the company. (p.39)

According to Siska Yuli Anita et al. (2023), When shopping, noise and atmosphere can stimulate individuals, good or bad in a situation, Therefore, decision making is influenced by situational factors such as time pressure, cleanliness or crowds. (p.69)

However, in the midst of these advantages, there are things that often interfere and even eliminate customer interest in buying, one of which is the difference in price. The difference in price between the price listed on the shelf and at the cashier when making a payment often makes customers often cancel purchases. Out-of-date prices, or system errors are often the reasons for price differences. Therefore, research on price conformity

and price accuracy is very important for analyzing the level of customer satisfaction.

According to Prof. Dr. Mohamad Riza et al. (2024) Price is one of the key elements in the purchasing process that functions not only as a number listed on the label, but also as an indicator of the value of a product or service. (p.109)

Why do price differences affect customer satisfaction? If price differences are often found, who is most disadvantaged? How to deal with customer complaints if there is a price difference? What preventive measures can Indomaret take to prevent price differences? What impact will occur if price differences occur continuously without any improvement?

## Results and Discussion

### Price differences.

Price is one of the indicators that affect sales. Cheap prices balanced with good quality and friendly service are the dream of every customer. At Indomaret, there are many weekly promotions to attract customers such as the cheapest promotion this week, save this week, cheap redemption, and member promotions. Promotions are the main attraction for many customers who shop at Indomaret. Indomaret customers often buy discounted products, even though they didn't plan to.

According to Suharyanto and I Made Bagus Dwiarta (2024), Impulse buying or what is commonly called unplanned buying is another form of consumer purchasing patterns. Impulse buying can occur when consumers suddenly experience a strong and persistent desire to buy something immediately. (p.14)

Indomaret uses a price label system on each type of product, if the product is in the promotion category, the price label will be red and accompanied by a crossed out initial price, while products that are not in the promotion category will remain white. It is very easy to distinguish.

But what if the price on the price label is not the same as the price when paying at the cashier?

Buyers have the right to receive price information. Price transparency between buyers and sellers can be done if the seller can accept it with an open heart. However, it would be better if it was explained first at the beginning of the contract, if there is a change in price, the latest price is changed. If this is done properly, there will be no disappointment for buyers at the end of the contract. (Siti Sartika, Ira Siti Rohmah Maulida, 2022:57)

Indomaret also has a policy of providing the cheapest price if there is a price difference between the shelf and at the cashier. The price difference can be seen from the receipt given by Indomaret employees. Based on Indomaret's policy, shopping will be free if customers do not receive a receipt when shopping. This policy is a solution if there is a price difference when consumers shop at Indomaret. All of these policies prioritize customer satisfaction, which is Indomaret's priority.

Price differences can occur due to several factors such as forgetting to remove promotional prices that have ended, delays in installing the latest price labels, placing price labels that do not match and are aligned with display items or even system errors.

According to Dr. Harmon Chaniago, M.Si (2021), Display of goods is defined as the activity of arranging and placing goods in the available place so that they are attractive and make it easier for consumers to find goods to buy. (p.63)

However, this can be prevented by ensuring and checking by the store manager and regular visits by the supervisor every week. Also the accuracy in displaying and arranging goods along with the latest price labels to make it easier for consumers to find goods and shop at Indomaret. The store manager and all store employees are responsible for the suitability and accuracy of the price. Every consumer will also get the cheapest price if this negligence occurs.

The impact that occurs if the price difference continues to occur, and Indomaret does not make improvements, then Indomaret will lose the trust of its customers. Price differences that occur continuously and without improvement will also damage the reputation which makes it difficult to attract new customers. As well as losing customer loyalty because they feel dissatisfied with the service.

### Customer Satisfaction

Customer satisfaction is a goal that must be met by every company in running its business. Customers have needs that must be met every day, especially daily necessities such as groceries and personal needs such as soap, shampoo and so on. Currently, there are many shopping centers and minimarkets that provide daily necessities and personal needs, so it is not difficult to get them.

According to Leonita E Massa, Altje L Tumbel, Rotinsulu J Jorie, (2022:50) Companies must have a good and integrated competitive strategy because competition is the key to the success or even failure of a company. The level of competition requires companies to be able to compete and always pay attention to the needs and desires of each customer and try to meet customer expectations by providing more satisfying service than other competitors.

However, each shopping center has its own strategy in meeting customer satisfaction, such as service, comfort, sales strategy, to determining selling prices that attract buyers. It is not uncommon for companies to give big discounts on some items that are even priced below production prices just to attract new customers to experience shopping at the store.

According to Arif Rusdianto, (2020:17-18) Service quality is a comparison between reality and consumer expectations, if the reality is received more than expected, then the service provided can be said to be of quality and consumers will be satisfied. Conversely, if the reality is less than expected, then the service is said to be of poor quality

“In certain situations, companies often have to set their selling prices far below their production prices. This is done because of considerations to win competitors. A company strives to keep prices at a level that is generally set in its industry.” (Nur Fahmi, Radia Hafid, Rosman Ilato, Agil Bahsoan, Sudirman Sudirman, 2023:172)

This survey collected data from 22 Indomaret Gading Serpong customers through a questionnaire

Usia Anda:  
50 jawaban

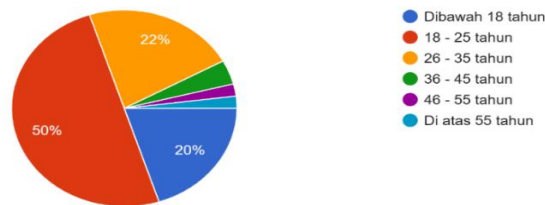


Figure 1.  
Age of Indomaret Gading Serpong customers

Based on the survey above, it can be seen that 50% of Indomaret Gading Serpong customers are aged 18-25 years, 22% are aged 26-35 years, and the rest are under 18 years and over 46 years. This can be strengthened by the many campuses and offices in the Gading Serpong area, where they can shop at Indomaret because of its strategic location and proximity to offices and campuses.

Seberapa sering Anda berbelanja di Indomaret?  
50 jawaban

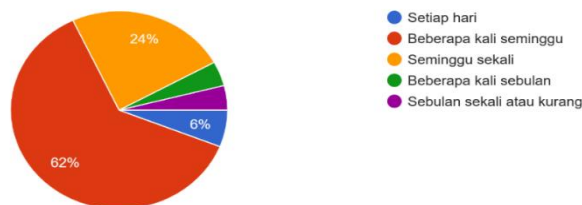


Figure 2.  
Intensity of Indomaret Gading Serpong customers when shopping

62% of Indomaret Gading Serpong customers shop at Indomaret several times a week, 24% shop once a week, 6% shop every day, 4% several times a month, 4% once a month.

Pernahkah Anda mengalami perbedaan harga antara yang tertera di rak/produk dengan yang tertera di kasir saat berbelanja di Indomaret?  
50 jawaban

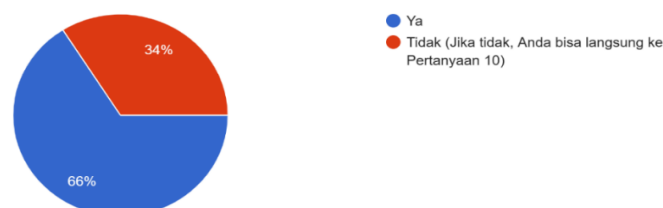


Figure 3.

Intensity of Indomaret Gading Serpong customers who experience price differences

According to the survey above, 66% of Indomaret Gading Serpong customers have experienced price differences between those listed on the shelves and those listed at the cashier. 34% have never experienced it.



Figure 4.

Intensity of Indomaret Gading Serpong customers who experience price differences

According to the survey above, 45.7% of Indomaret Gading Serpong customers rarely experience differences, 37.1% sometimes, 11.4% often experience them, 2.9% very often experience price differences, and 2.9% never experience price differences.



Figure 5.

Items that often experience price differences at Indomaret Gading Serpong

The category that most often experiences price differences is promotional products, namely 60%, some of which are promotions that have passed but have not been revoked, resulting in price differences. Then there are food and beverage products as much as 40%, household products 22.9%, and personal care products 5.7%



Figure 6.

Feelings of Indomaret Gading Serpong customers when experiencing price differences

As many as 25.7% of respondents felt normal, 31.4% felt disappointed, 31.4% were somewhat disappointed, 5.7% were very disappointed, 5.7% were somewhat happy because the price at the cashier was actually cheaper than the price listed on the shelf.

Apa yang Anda lakukan saat menyadari adanya perbedaan harga?  
35 jawaban

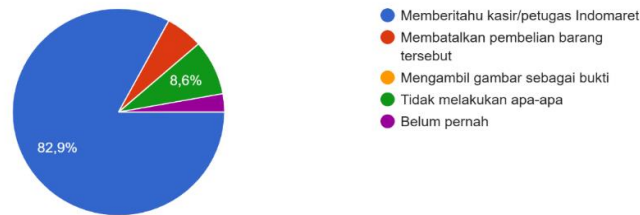


Figure 7.

Things that Indomaret customers do when experiencing price differences

82.9% of Indomaret Gading Serpong customers immediately told the cashier or officer on duty, 8.6% chose not to do anything, and the rest preferred to cancel the purchase.

Jika Anda memberitahu kasir/petugas, bagaimana tanggapan atau solusi yang diberikan?  
35 jawaban



Figure 8.

Responses of Indomaret Gading Serpong officers when receiving complaints about price differences

As many as 77.1% of respondents who told the cashier got the price according to the one listed on the shelf, and the cashier or officer immediately corrected the price tag with the latest one. 7.1% did not get a satisfactory solution, 11.4% had never told the officer, 2.2% offered a refund; this is usually because the goods have been paid for and the receipt has been issued, so the cashier refunds the difference, or the respondent does not want to pay so they choose to cancel the purchase and the officer offers a full refund. The remaining 2.2% of officers do not know and cannot help.

Seberapa puas Anda dengan penyelesaian masalah perbedaan harga yang Anda alami?  
36 jawaban

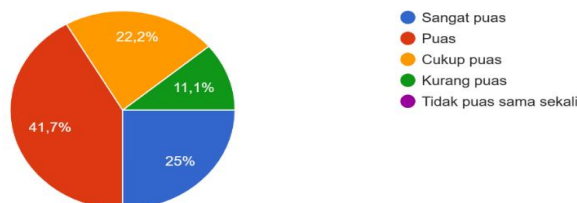


Figure 9.

Level of customer satisfaction at Indomaret Gading Serpong in resolving price difference issues

41.7% of customers are satisfied with the solution provided by Indomaret officers. 22.2% of respondents feel quite satisfied, 25% feel very satisfied, 11.1% feel less satisfied.

Menurut Anda, seberapa penting bagi Indomaret untuk memastikan harga yang tertera sama dengan harga di kasir?

44 jawaban

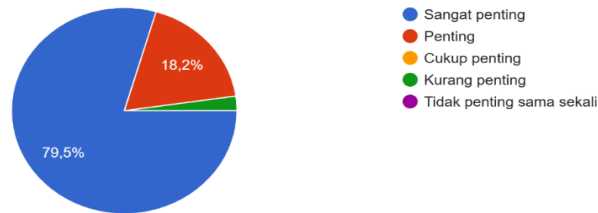


Figure 10.

Percentage of how important it is for Indomaret to ensure the price listed is the same as at the cashier

79.5% of respondents answered that the price listed is the same as the price at the cashier is very important, 18.2% feel important, while 2.3% answered less important.

Apakah pengalaman perbedaan harga ini memengaruhi keputusan Anda untuk berbelanja kembali di Indomaret?

50 jawaban



Figure 11.

Percentage of influence of price differences on future purchasing decisions

48% of respondents answered that the experience of this price difference influenced shopping decisions and would be more careful, 10% felt it had a great influence and would reduce the frequency of shopping, 32% felt it had no influence at all, and 10% felt it had little influence.

## Conclusion

Based on the results of the study using survey and questionnaire research methods, price differences greatly affect customer satisfaction. Appropriate prices between the shelves and at the cashier will make customers feel satisfied. Accompanied by satisfactory service and a comfortable place, it makes customers loyal when shopping. Research on the influence of price suitability and price accuracy on customers consistently shows that these two factors have a significant impact on customer behavior and satisfaction.

Price suitability refers to the customer's perception that the price offered is comparable to the value of the product or service received, while price accuracy emphasizes more on fairness and transparency of prices in the context of the market and competitors. In general, when customers feel that the price set is appropriate and right, the level of customer satisfaction tends to increase. This is because customers feel they are not disadvantaged and get value for money. This satisfaction will ultimately encourage loyalty and repeat purchases.

Preventive measures that Indomaret can take to prevent price differences are to ensure that promotional media are installed correctly, price labels that have expired are ensured to have been withdrawn so that there are no misunderstandings in the future. The impact that will occur if Indomaret continues to experience price differences is a loss of trust for its customers, and result in a loss of interest in shopping for customers, which will reduce the company's reputation.

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