

**RELATIONSHIP BETWEEN HR QUALITY MANAGEMENT AND ALFAMART  
CUSTOMER SATISFACTION LEVEL (CASE STUDY OF ALFAMART CEMPAKA  
PUTIH, JAKARTA)**

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***Abstract***

*The purpose of this study is to identify and examine the dimensions of human resource quality related to customer satisfaction. The participants in this study were all Alfamart Cempaka Putih Minimarket customers. This indicates that the correlation is quite close and that Ho is rejected at a significant level of 0. This indicates that the correlation is quite close and that Ho is rejected at a significant level of 0. On the other hand, H1 indicates that there is a relationship between the quality of human resources and customer satisfaction with an RS value of 0. On the other hand, H1 indicates that there is a relationship between the quality of human resources and customer satisfaction with an RS value of 0. On the other hand, H1 indicates that there is a relationship between the quality of human resources and customer satisfaction with an RS value of 0. On the other hand, H1 indicates that there is a relationship between the quality of human resources and customer satisfaction with an RS value of 0. On the other hand, H1 indicates that there is a relationship between the quality of human resources and customer satisfaction with an RS value of 0. On the other hand, H1 indicates that there is a relationship between the quality of human resources and customer satisfaction with an RS value of 0.632.*

**Keywords :** *Alfamart, White Cempaka, Human Resources, Quality*

**1. INTRODUCTION**

The development of the retail business in Indonesia shows that every business actor or company must face very tight and increasingly competitive competition. The company's success in achieving its goals depends on the company's ability, especially management in running its business (Ali, 2019). For business people, it is a principle that must be upheld at all times that the customer is king. Every business is required to provide good quality so that customers get a positive experience so that they will make repeat purchases. Business actors think about how to get these customers to make repeat purchases without feeling forced. One way is to provide good quality human resources to consumers, this is because the quality of human resources is the key for companies to continue to exist in the face of competition. (Apriliyanti, 2018)

Alfamart, a minimarket-style retail franchise company, is one of Jakarta's burgeoning shopping centers. Alfamart is claimed by PT. Sumber Alfaria Trijaya (SAT) as one of the organizations in the retail business as minimarkets and is a public organization that takes part in overall exchange and retail benefits that provide fundamental requirements and day to day needs. One of the retail organizations in Jember that has grown very well is Alfamart. Alfamart's number of locations skyrocketed from 175 in 2007 to 1,757 in 2007. In 2013, Alfamart kept on growing all through Indonesia by adding 500 outlets and presently, there are 7,500 outlets. (Ghifari & Saefulloh, 2017)

HR strategy is an employee management policy that is integrated with organizational strategy and is used to encourage organizational culture, so that employees have value and become a source of competitive advantage (Awan, Habib, Shoaib Akhtar, & Naveed, 2020). It

is undeniable that human resources play an important role in achieving organizational goals and the fact is that human resources are the center of attention of organizational leaders to be directed to become the superior human resources of the organization (Tursunbayeva, 2019). An organization is a social unit that consciously coordinates two or more human resources in achieving sustainable goals (Mauro & Borges-Andrade, 2020). So in an organization consists of human resources who work with interdependence through the interaction and coordination of structural patterns, in order to survive and compete in achieving its goals.(Tomasello, 2016)

The good development of human resources (HR) at Alfamart. The training of the 8 employees, starting from the cashier to the head of the store, is taken care of by SAT. Usually after being given training for three weeks with material according to the needs and positions of employees, they are immediately assigned to the respective franchisee's shop. Until now there have been 2,750 Alfamart outlets with a total of 31 thousand employees spread throughout Indonesia. If you hit the average, in one shop consists of 10-12 employees. The details: a shop head, one shop head assistant, a merchandiser, 3-4 cashiers, 4-5 sales assistants. With thousands of outlets and tens of thousands of employees, yet Alfamart is not easily satisfied, it is even more aggressive in its wings. In its business agenda, SAT targets to open at least 500 outlets every year. That means, SAT requires employees of around 6 thousand people/year or 500 people/month. Before explaining HR management in the Alfamart network, it should be noted that the majority of franchisees ask SAT to take care of everything. Starting from recruitment, training to HR management.(Cappelli, 2022)

Apart from the importance of preparing quality human resources to meet the needs of Alfamart expansion, the role of leadership is no less important. As we know, Djoko Susanto as the founder appointed several old people from PT Alfa Retailindo and Pudjianto, a former professional from Indomaret, to lead SAT with his third daughter, Feny Susanto, as president. About two years ago Pudjianto and Feny shared roles. Previously, functionally Pudjianto coordinated all divisions. However, along with Feny's experience and experience, Djoko's daughter is now more interested in taking care of the merchandising department. There are 9 things that Feny takes care of in merchandising. Namely, trading terms, product assorted, gross margin, pricing, product promotion, sales, service level. other income and relationship with suppliers. There was no significant change related to the supply of goods. Even if there are changes, at most in terms of regulations made by the government. "What was discussed was not far from the issue of listing fees, promo fees, royalty fees, and so on. And don't forget, Alfamart is big because of supplier support. In the field of merchandising. Feny is required to be good at negotiating with suppliers. The most important of all is the relationship with suppliers.(Korneta, 2019)

In addition, various efforts have been made by Alfamart to attract the interest of its consumers, which include strategic locations, clean, comfortable and cool places, establishing pricing strategies, for example by providing discounts, providing coupons for certain products, long opening times every day. , professional and friendly sales assistants, and there are also member card facilities and others (Khairawati, 2019). Like other minimarkets, Alfamart always tries to provide the best service for its customers so that they are still in demand by customers to continue shopping at their place. The existence of an Alfamart minimarket is a demand from the people who tend to need a shopping place with quality products with a variety of product types and better service because it is able to attract customers to shop at the Alfamart Minimarket.(Titin Herawaty et al., 2022)

In this case several companies have held scorecards and suggestion boxes in the hope that the services that have been provided so far can be improved and if there is still service that does not satisfy customers, it can be anticipated and improved in order to achieve customer

satisfaction and with the hope that customers will not run to choose another product (Setiawan, Wati, Wardana, & Ikhsan, 2020). The survival of a company is highly dependent on the satisfaction of its customers. The creation of customer satisfaction can make the relationship between service providers and their customers harmonious, which in turn will create customer loyalty and ultimately benefit the company (Budiyo, and Sutianingsih, 2021). The sustainability and success of a company's service depends a lot on the quality of human resources in accordance with the company's environment, and the ability of officers to provide services and explain the products offered as well as the needs and expectations of consumers. With quality human resources, consumers will feel satisfied so that they will maintain and increase consumer loyalty to the company. (Syafarudin, 2021)

A company that is able to generate large profits but is unable to satisfy the needs of its customers, it is unlikely that the company will continue to exist and develop. Customer satisfaction and profit must be achieved simultaneously. An approach based on customer interests (customer oriented) should be carried out in a more systematic and effective manner (Yacob, Sucherly, Sari, Mulyana, & Ali, 2020). Usually people will be satisfied with getting the goods or services from the company that they have received or are currently receiving, if what they get is deemed to have met their expectations and according to what is needed, then that person will feel satisfied (Budiyo, et al, 2021). If someone wants something, it means that someone has hope, and thus people will be motivated to take action towards achieving that hope. And if that expectation is met, then people will feel satisfied. (Bowling, Rowe, & Mckee, 2013)

The uniqueness and strength of the retail business offering is based on understanding consumer needs by offering basic necessities at affordable prices, friendly and welcoming service, a clean and comfortable shopping atmosphere, and easy-to-reach locations (Kuraesin & Prasetyowati, 2018). Alfamart has implemented its mission to achieve the vision it has set. Alfamart pays more attention to store design, product quality, human resources and image to attract people's attention. Employees are encouraged to be a friendly "greeter" by greeting people who shop, as well as providing information where the desired item is located. Current conditions for the future Alfamart will continue to strive to increase public buying interest. Various efforts continue to be made, including in the aspect of service and distribution of merchandise, so that consumer needs can be met. From the previous research that has been done, it is known that currently there are still complaints from the public, especially related to the quality of human resources at Alfamart, which makes this research material. (Rushton, Croucher, & Baker, 2022).

## **2. RESEARCH METHOD**

The type of research used is quantitative research using a research classification based on objectives, namely explanation. (Sugiyono, 2013) suggests that explanation is a method used to explain a generalization or explain the effect of a variable on other variables. Therefore, explanatory research uses samples and hypotheses, and inferential statistics are used to test these hypotheses. (Al-Ababneh, 2020) Inferential statistics are statistics that are used to analyze sample data and the results will be generalized (inferential) for the population where the sample is taken. In this study, Pearson's validity was used based on the product moment correlation formula. The test criteria are if  $r_{count} < r_{table}$  then the instrument is invalid, whereas if  $r_{count} \geq r_{table}$  the instrument is valid (Ghozali & Fuad, 2014). The calculated  $r$  value can be obtained based on the following formula:

$$r = \frac{N (\sum XY) - (\sum X \sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

where:

r = Correlation Coefficient

n = Number of samples

X = Score of each item

Y = Total Score

### 3. RESULT AND DISCUSSION

Alfamart is a mini market brand that provides daily necessities owned by PT. Sumber Alfaria Trijaya, Tbk. In 1989 was the beginning of the founding of Alfamart, with the start of the business of trading cigarettes and consumer goods by Djoko Susanto and his family which later sold the majority ownership to PT. HM Sampoerna in December 1989. In 1994 the ownership structure changed to 70% owned by PT HM Sampoerna Tbk and 30% owned by PT Sigmantara Alfindo (Djoko Susanto family). PT. Alfa Minimart Utama (AMU) was established on July 27, 1999, with PT. Alfa Retailindo, Tbk by 51% and PT. Current Distrindo by 49%. PT. Alfa Minimart Utama (AMU) then opened an Alfa Minimart on October 18, 1999 located at Jalan Beringin Raya, Karawaci Tangerang. On June 27, 2002, PT. HM Sampoerna Tbk officially restructured its share ownership in PT. Alfa Retailindo Tbk. HM Sampoerna's stake in Alfa Retailindo, which was originally 54.4%, was reduced to 23.4%. On the other hand, the second largest cigarette company in Indonesia will start working seriously on the mini market market, which so far has not been explored by Alfa.

Reliability is the extent to which the results of a measurement can be trusted. The results of a measurement can be trusted if in several times carrying out measurements on the same group of subjects, relatively the same results are obtained, as long as the aspects measured in the subject have not changed. Reliability is related to the problem of having confidence in the test instrument. An instrument can have a high level of trust if the results of the test are valid. shows fixed. This test is used to test the state (consistency) of the data obtained by entering it into the formula. A good instrument will not direct respondents to choose certain answers. Instruments that can be trusted will produce data that can be trusted too.

Table 1. Reliability

Cronbach's Alpha	N of Items
<b>.898</b>	22

Based on the research results it is known that the value of  $\alpha > 0.70$  ( $0.898 > 0.70$ ) so that the instrument in this study is reliable. The hypothesis in this study was tested with a nonparametric statistical test, namely the Rank Spearman correlation to see the relationship between the quality of human resources and consumer satisfaction. The data obtained in this study were analyzed using SPSS version 19.

Table 2. Spearman Rank correlation results  
**correlations**

			HR Quality	Consumer Satisfaction
Spearman's rho	HR Quality	Correlation	1,000	.632**
		Sig. (2-tailed)	.000	.000
	Consumer Satisfaction	N	60	60
		Correlation	.632**	1,000
		Coefficient Sig. (2-tailed)	.000	.000
		N	60	60

Source: SPSS 2.1

The test results explain that the Rank Spearman correlation coefficient ( $r_s$ ) is 0.632, with an  $r_s$  value of 0.632, so according to Guilford's rule it means that the correlation is quite close. The relationship that occurs is positive, meaning that by increasing the quality of human resources to consumers, this will be associated with increased consumer satisfaction.

Considering that the sample in this study was more than 30, the significance was determined by the T test.

Table 3. T-test Significance Results

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Betas		
1	(Constant)	2.730E-15	.094		.000	1,000
	Zscore: Quality	.694	.095	.694	7,340	.000

a. Dependent Variable: Zscore: Customer Satisfaction

Based on the results of the T test, it was found that t count was 7.340 and t table 0.05 = 2.00172. This means that at a significance level of 0.05,  $H_0$  which states that "there is no relationship between HR quality and customer satisfaction" is declared rejected and  $H_1$  which states "there is a relationship between HR quality and customer satisfaction" is declared accepted.

#### 4. CONCLUSION

Based on the results of the analysis that has been carried out in this study, it can be concluded that there is a fairly close relationship between the quality of human resources and customer satisfaction at the Alfamart Cempaka Putih Minimarket in a positive direction. This means that by increasing the quality of human resources for consumers, it will increase consumer satisfaction. This supports the finding that with an increase or improvement in human resources, it will be able to increase customer satisfaction.

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