The Comparison of Service Quality Between Alfamart and Indomaret Minimarkets in Kupang City

Asniyati Tloim[1], Yessi S. I. P. Benu[2]
Business Administration, Kupang State Polytechnic

ARTICLE INFO	ABSTRACT
	The research aims to investigate the difference of service quality between Alfamart and Indomaret Minimarket in Kupang City. The problem formulation in this research was whether there was difference of service quality reviewed from physical evidence(tangible), empathy, reliability, responsiveness, assurances between Alfamart and Indomaret minimarket in Kupang city. The aim of this research was to analyze the difference of Service Quality Between Alfamart minimarket and Indomaret Minimarket in Kupang city reviewed from service qualities aspect that were physical product, empaty, reliability, responsiveness, and assurance. The sampling method used was non-probability sampling technique. The primary data collection method is with questionnaires. The primary data used in this research amounted to 96 people per object then the total samples were 192 people. The analysis tool used was an independent sample t- test. The research result showed that there was no difference between service quality of Alfamart and Indomaret Minimarket in Kupang city reviewed from five variables that were tangible, empathy, reliability, responsiveness, assurances.

Corresponding Author:

Yessi S. I. P. Benu
Jurusan Administrasi Bisnis, Politeknik Negeri Kupang
Jl. Adisucipto Penfui, Kupang 85000
Email: benuyessi@gmail.com

INTRODUCTION

In the current world of retail business, Alfamart and Indomaret are certainly no strangers. Both are retail franchise networks that have the broadest market segmentation in Indonesia. In fact, the business networks of these two retail businesses have expanded to remote areas. Indomaret was originally founded on June 20, 1988, starting from the idea of making it easier to provide basic necessities in the community which are sold at retail. The minimarket was one of the first retail companies and became a pioneer of retail companies established in Indonesia. Not only that, from its competitors Alfamart was founded on June 27, 1999. Alfamart emerged in the community as a new competitor for Indomaret. Alfamart also operates in the same field as Indomaret, in the retail sector, and also provides the basic needs of the community. Since these two companies are large retail businesses, they often compete closely in terms of attracting many consumers to visit and shop.

Competition in Kupang City between Alfamart and Indomaret is very tight. The locations of Alfamart and Indomaret outlets are always not far apart or close together, the segments and store layouts are not very different, and the types of goods offered to consumers are not much different. The competition between the two triggers the emergence of strategies and services to win the trust and hearts of consumers. In responding to the increasingly fierce competition between Alfamart and Indomaret, these two retail businesses are required to determine the right strategy to compete with competitors, one of which is improving the quality of service to consumers.

To see the differences between these two retail businesses in terms of service quality, according to Parasuraman (2004), companies must at least fulfill five service quality criteria which are often called TERRA (Tangible, Empathy, Reliability, Responsiveness, Assurance) so that they can create loyal customers, namely evidence. physicality, empathy, reliability, responsiveness, and assurance. Judging from the intense competition between the two businesses, this raises the question of which mini market is superior in terms of service quality dimensions that make the business superior when compared to its competitors.

Based on the background of the problem above, the author is interested in conducting research on Alfamart and Indomaret in Kupang City in terms of service quality. Researchers want to know whether there is a difference in service quality between the two. Therefore, this research is entitled I "Differences in Service Quality of Alfamart and Indomaret Minimarkets in Kupangi City".

LITERATURE REVIEW

According to Wijaya (2011), quality is something that is decided by the customer, this means that quality is based on the customer's or consumer's actual experience of the product or service which is measured based on these requirements. According to Tampubolon (2010), the definition of quality is a combination of product characteristics that demonstrate its ability to meet direct or indirect customer needs, both stated and implied needs, present and future.

The service sector has recently experienced developments that indicate a very rapid increase, this can be seen by the existence of service businesses that have emerged with creativity and innovation that is much better than before. According to Kotler (1995), services are any action or activity that can be offered by one party to another party which is basically intangible and does not result in any ownership. According to Sutedja (2016) service can be defined as an activity or benefit that can be offered by one party to another party. According to Lupiyoadi (2018) service quality is all activities that try to combine value from ordering, processing to providing service results through communication to speed up cooperation with consumers. According to Wyckof (2002), the expected level of perfection and control over this level of excellence is to meet customer desires or expectations.
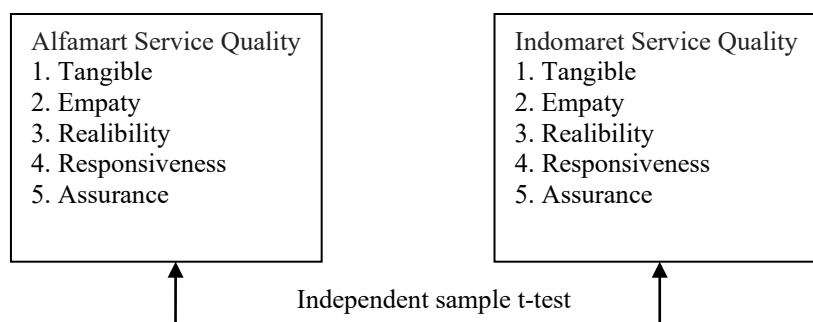
Parasuraman (2004) refined and summarized the dimensions into five main dimensions. First, reliability, an ability to provide services as promised, reliably, accurately and consistently, which includes accuracy of services, timeliness provided, sincerity in serving consumers, whether or not they can be trusted in serving. Second, responsiveness, the desire or willingness of staff and entrepreneurs to help customers and provide services quickly as well as listening to and resolving complaints from consumers. This includes accuracy of service, speed of service in helping consumers and providing time for consumers. Third, guarantee, the employee's ability to create confidence and trust in the promises made to consumers, which includes the knowledge that the employee has, the consumer's feeling of comfort when dealing with employees, the employee's polite attitude, and the quality of the employee's work. Fourth, attention, the willingness of employees and entrepreneurs to care more about giving personal attention to customers, which includes service to individual consumers, personal attention of employees to consumers, providing employees who can act as personal advisors, understanding consumer needs and prioritizing consumer interests. Lastly, physical evidence, the company's ability to demonstrate its existence, including facilities and infrastructure to external parties, which includes modern and adequate assessments, good and clean physical facilities, physical facilities that support activities, neat and clean employees (Setyorini & Yolandari, 2023).

Research conducted by Walangitan (2017) with the title "Comparison of service levels for Indomaret and Alfamart Karombasan consumers". This research aims to determine the differences in service levels for Indomaret and Alfamart Karombasan consumers. The results of the research show that there is a significant difference in the quality of service for Indomaret and Alfamart consumers in Karombasan with the best service level being the service level of Indomaret Karombasan. Indomaret Karombasan must maintain the quality of service that has been implemented so far so that consumers will feel comfortable and continue to make purchasing decisions at Indomaret Karombasan. Alfamart should improve the quality of service to consumers.

Research conducted by Massa & Rotinsulu (2022) with the title "Comparative analysis of service quality at Indomaret and Alfamart minimarkets in the North Minahasa Maumbi area". This research aims to determine the differences in service levels for Indomaret and Alfamart consumers in the Maumbi North

Minahasa area. The research results show that there is a significant difference between the quality of service at Indomaret and Alfamart minimarkets in the North Minahasa Maumbi Region. The quality of service provided by Indomaret and Alfamart minimarkets in the North Minahasa Maumbi Region is generally good. However, Indomaret has better service quality than Alfamart. This can be seen from the high response, reliability and good guarantee from Indomaret employees to consumers who buy the product.

Research conducted by Suawa et. al, (2021) with the title "Comparative analysis of service quality in Indomaret and Alfamart Teling Atas Manado City". This research aims to determine the differences in service levels for Indomaret and Alfamart Teling consumers in Manado City. The research results show that there are significant differences between physical evidence, empathy, responsiveness, reliability and guarantee at Indomaret and Alfamart Teling Atas, Manado City. Indomaret Teling Atas, Manado City needs to maintain the quality of service set by the company so that customers feel comfortable and continue to make purchases. Indomaret Teling Atas, Manado City should improve the quality of service to customers. Therefore, we hypothesize that there are differences between Alfamart and Indomaret in terms of their service quality. The following is a conceptual framework with the title research on differences in the service quality of Alfamart and Indomaret minimarkets in Kupang City.

Alfamart Service Quality	Indomaret Service Quality
1. Tangible	1. Tangible
2. Empaty	2. Empaty
3. Realibility	3. Realibility
4. Responsiveness	4. Responsiveness
5. Assurance	5. Assurance

Independent sample t-test

Figures 1 Conceptual Framework

METHODS

The approach used in this research is to use descriptive statistical methods and inferential statistics. Hasan (2001) explains that descriptive statistics or deductive statistics are part of statistics that study how to collect data and present data so that it is easy to understand. Meanwhile, according to Hatani (2008), inferential statistics is a method used to determine a population based on a sample by analyzing and interpreting the data to form a conclusion.

Primary data collection was carried out by collecting data directly from Alfamart and Indomaret customers. This data was obtained through interviews and questionnaires. So the author can easily get this data. Secondary data is collected by obtaining it through media in the form of books, electronic media, the internet.

The data collection technique used in this research was a questionnaire distributed to respondents. According to Arikunto (2010), a questionnaire is defined as a collection of questions used to obtain information from respondents regarding their personal and other matters related to research material. And in this study the researcher used positive questions. Questionnaires can also take the form of closed statements and can be given to respondents online. In carrying out this method, the researcher collected data by distributing closed questionnaires online and the mechanism was using a Google form to Alfamart and Indomaret consumers in the Kupang City area.

Population according to Margono (2017) is all data that is the center of attention of a researcher within a predetermined scope and time. In this research, the population is all Alfamart and Indomaret consumers. Arikunto (2002) also says that the sample is a portion or representative of the population to be studied. The sample in this study was 96 Alfamart consumers and 96 Indomaret consumers, bringing the total to 192 people.

Prior to main analysis, the data were assessed in terms of validity and reliability. The validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2010). The basis for decision making uses

significant values (*p-value*). A significant value < 0.05 means valid while a significant value > 0.05 means invalid. We used crobach Alpha value to determine reliability of the datawhere an instrument is said to be reliable if the coefficient uses a limit of 0.6.

Independent samples t-Test or difference between two means test is used to test two means from two independent groups of data (Prayitno, 2014). The independent sample t-test method is a type of statistical test that aims to compare the averages of two groups that are not paired or unrelated. Not being paired can mean that the research was conducted on two different sample subjects. The principle of testing this test is to look at the differences in variations between the two groups of data. First, we determine whether the variances are the same (equal variance) or the variances are different (unequal variance).

RESULTS AND DISCUSSION

Demographic Data
General description of respondents is illustrated in the following tables. Common descriptions of respondents observed include age/age, gender, occupation, and income.

Table 1. Age

No	Age	Frequency	Percentage (%)
1	≤ 25	104	54%
2	26 – 30	45	23%
3	31 – 35	22	12%
4	≥ 36	21	11%
	Amount	192	100%

Based on the table above, it can be concluded that respondents who are ≤ 25 years old have the largest percentage, namely 54%, while respondents who have the smallest percentage are 11% who are ≥ 36 years old.

Table 2. Gender

No	Gender	Frequency	Percentage (%)
1	Man	67	35%
2	Woman	125	65%
	Amount	192	100%

Based on the table above, it is known that of the 192 respondents, 25% of the respondents were male and 65% of the respondents were female.

Table 3. Employement

No	Job	Frequency	Percentage (%)
1	Student/Students	66	34%
2	Government employees	28	15%
3	Private employees	36	19%
4	Laborer	1	1%
5	Trader	4	2%
6	Farmer	3	2%
7	Doesn't work	3	2%
8	Other	48	25%
	Amount	192	100%

Based on the table data above, it can be concluded that the majority of respondents have student status with a total of 66 people and a percentage of 34%, while work as a laborer has the smallest number, namely 1 person with a percentage of 1%.

Table 5. Alfamart and Indomaret Minimarket Validity Test Results

Statement Item	Sig.	Status	Statement Item	Sig.	Status
Tang1	0.000	Valid	Tang1	0.000	Valid
Tang2	0.000	Valid	Tang2	0.000	Valid
Tang3	0.000	Valid	Tang3	0.000	Valid
Empa1	0.000	Valid	Empa1	0.000	Valid
Empa2	0.000	Valid	Empa2	0.000	Valid
Empa3	0.000	Valid	Empa3	0.000	Valid
Empa4	0.000	Valid	Empa4	0.000	Valid
Reli1	0.000	Valid	Reli1	0.000	Valid
Reli2	0.000	Valid	Reli2	0.000	Valid
Reli3	0.000	Valid	Reli3	0.000	Valid
Resp1	0.000	Valid	Resp1	0.000	Valid
Resp2	0.000	Valid	Resp2	0.000	Valid
Resp3	0.000	Valid	Resp3	0.000	Valid
Assu1	0.000	Valid	Assu1	0.000	Valid
Assu2	0.000	Valid	Assu2	0.000	Valid
Assu3	0.000	Valid	Assu3	0.000	Valid

The results of the Alfamart and Indomaret validity tests in the table above show that the respective values are significant, $0.000 < 0.05$ for each variable, indicating valid results. Thus, it can be concluded that all statement items are declared valid.

Table 6. Alfamart and Indomaret Minimarket Reliability Test Results

Variabel	Cronbach Alpha	Standar Alpha	Ket.
Service Quality of Alfamart	0.961	0.6	Reliable
Service Quality of Indomaret	0.944	0.6	Reliable

The results of the reliability test above show that all variables have an Alpha coefficient that meets the criteria because Cronbach's Alpha is > 0.6, namely $0.961 > 0.6$, so that henceforth the items in each variable concept are suitable for use as measuring tools.

Normality Test

The normality test aims to test whether this variable has a normal distribution or not. The normality test in this study was to conduct the Kolmogorov-Smirnov statistical test. The basis for making a decision is that the Sig value > 0.05 is said to be normally distributed, if the Sig value < 0.05 is said to be abnormally distributed. Berdasarkan hasil uji normalitas, jika dilihat dari nilai Asymp.Sig (2-tiled) yaitu $0.377 > 0.05$ dan $0.425 > 0.05$ yang artinya data tersebut berdistribusi normal. Based on the results of the normality test, when viewed from the value of Asymp.Sig (2-tiled), which is $0.377 > 0.05$ and $0.425 > 0.05$ which means that the data is normally distributed. Since the data is normally distributed, the main analysis is conducted using parametric techniques, namely independent t-test.

Independent t-test results

Based on the results of the independent samples t-test, all the variables' value are higher than 0.05 as the threshold. Thus, Ha is rejected, and Ho is accepted. This indicated that there is no significant difference between Alfamart and Indomaret in Kupang City in terms of service quality, measured across all aspects (i.e., tangibles, empathy, reliability, responsiveness, assurance).

Tangibles

The research results show that there is no difference in the physical evidence variable (Tangibles) between Alfamart and Indomaret in Kupang City. And each Alfamart and Indomaret have provided good quality service in terms of physical evidence. This shows that physical evidence at Alfamart and Indomaret such as good and clean physical facilities, neat and clean employees, neat and clean room conditions. Physical evidence is measured based on real evidence and services provided, including; parking space, and room conditions for all parties in displaying physical facilities, equipment and personnel. The results of this research are in accordance with research conducted by Resusun, Tumbel and Mandagie (2019) with the

research results showing no significant differences in the physical evidence variable between the two online transportation competitors Gojek and Grab

Table 7. Results of Independent sample t-test

Variable Service quality	Sig. (2-tailed)	df	Mean Difference	Std. Error Difference
Tangibles	,644	190	,05208	,11239
Empathy	,435	190	,09375	,11974
Reliability	,955	190	,00694	,12416
Responesiveness	,978	190	,00347	,12519
Assurance	,953	190	,00694	,11754

Empathy

The research results show that there is no difference in the attention variable (Empathy) between Alfamart and Indomaret in Kupang City. And each Alfamart and Indomaret have provided good quality service in terms of empathy. It can be seen that the quality of service at Alfamart and Indomaret is seen in terms of empathy, employees have personal attention to consumers, care about consumer needs and desires, and always put consumer interests first. The results of this research are in accordance with research conducted by Wahani, Massie, Poluan (2021), namely that there is no difference in the attention (empathy) variable between the two competitors Go-jek and Grab in Manado City.

Reliability

The research results show that there is no difference in the reliability variable between Alfamart and Indomaret in Kupang City. And each Alfamart and Indomaret and Alfamart have provided good quality service in terms of reliability. This can be seen that the service quality of Alfamart and Indomaret has accuracy and timeliness, as well as being serious and trustworthy when serving consumers. The results of this research are in accordance with research conducted by Umiyati and Suyoto (2014), namely that there is no difference in terms of reliability between Indomaret and Alfamart minimarkets in the Dukuwaluh area.

Responesiveness

The research results show that there is no difference in the responsiveness variable between Alfamart and Indomaret in Kupang City. And each Alfamart and Indomaret and Alfamart have provided good quality service in terms of responsiveness. This can be proven that Alfamart and Indomaret employees have responsiveness in dealing with complaints from consumers or consumer orders and accuracy of service to consumers. The results of this research are in accordance with research conducted by Fithria and Solikhawati (2015), namely that there is no difference in terms of responsiveness in the pharmacy installations for outpatient BPJS patients in Semarang City Government and Private Hospitals.

Assurance

The research results show that there is no difference in the assurance variable between Alfamart and Indomaret in Kupang City. The results of this research also show that the quality of service in terms of guarantees provided by Alfamart and Indomaret in Kupang City is generally good. This can be seen that the quality of the products offered by Alfamart and Indomaret is guaranteed when consumed by consumers and none of the goods/products sold are expired and employees' knowledge of the layout and other information is very clear. The results of this research are in accordance with research conducted by Umiyati and Suyoto (2014), there is no significant difference in terms of assurance between Indomaret and Alfamart minimarkets in the Dukuwaluh area.

CONCLUSION

In summary, this research suggests that consumers in Kupang City can expect similar levels of service quality when visiting both Alfamart and Indomaret stores. Both chains have consistently demonstrated their commitment to providing high-quality service across various dimensions. These findings can be valuable for consumers in making informed choices and for the stores themselves in maintaining and further improving their service quality standards.

Practical implications can be inferred from the results of the study. First, Alfamart and Indomaret minimarkets in Kupang City need to make new innovations in terms of service quality to be able to compete

with existing competitors because from the results of this research there is no difference in the service quality of Alfamart and Indomaret. Second, Alfamart and Indomaret minimarkets in Kupang City need to improve the quality of service determined by the company so that consumers feel comfortable and continue to make purchases, both in terms of physical evidence, empathy, reliability, responsiveness and guarantees. Third, the results of this research can be used as a reference for conducting studies on similar cases, and because this research is limited to comparative analysis of service quality between two companies, it is hoped that future researchers will conduct research that discusses customer satisfaction or other aspects.

The results of this study show that there is no significant difference between the quality of service provided by Alfamart and Indomaret. This is contrary to the goal of the two minimarkets to have an advantage over their competitors. In other words, what is the goal of the two minimarkets has not been achieved. Thus, both minimarkets need to make a harder effort in order to win the competition while providing better service than what have been done so far.

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