Enrichment: Journal of Management, 12 (6) (2023)

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www.enrichment.iocspublisher.org

Analysis of the influence of entreprenuership behavior and services business actors on consumer satisfaction at gunung sibayak store Medan

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ARTICLE INFO

Article history:

Received Jan 30, 2023
Revised Feb 19, 2023
Accepted Feb 28, 2023

Keywords:

Entreprenuership Behavior
Services Business Actors
Consumer Satisfaction

ABSTRACT

This study aims to determine the effect of entrepreneurial behavior and services on business actors on consumer satisfaction at Gunung Sibayak Stores, Medan. The sample used was 70 consumers of the Gunung Sibayak Store in Medan who made repeated purchases. Data collection through questionnaires was carried out by providing a google form containing statements to the parties related to the problem. To assess respondents' responses, the authors use a Likert scale that uses several question items to measure individual behavior by responding to 5 choice points on each question item. The analytical method used in this study is the Multiple Linear Regression analysis method with the application of IBM SPSS Statistics 25. The conclusion of this study shows that there is an influence of entrepreneurial behavior on consumer satisfaction at Gunung Sibayak Stores, Medan. The results showed that the t table value was t count 6.509 < t table 1.99601, so it can be concluded that H1 is accepted, which means that there is an influence of entrepreneurial behavior on consumer satisfaction at Gunung Sibayak Stores, Medan. The service of business actors has an effect on customer satisfaction at the Gunung Sibayak Store Medan. The results of the study obtained that the t table value was t arithmetic value 8.165 > t table 1.99601, so it can be concluded that H2 is accepted which means that there is an influence of business actor services on consumer satisfaction at Gunung Sibayak Store Medan.

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INTRODUCTION

In the current *market driven* era, markets and customers are the main basis for the formulation of business strategies. Business actors must recognize and understand the needs of consumers who will be the target market of the products they produce. Customers who get products and services as needed will feel satisfied and leave a good impression of the products purchased. Customers are the key to the success of a business. Satisfied customers will become loyal customers. They will make repeat purchases and become promoters for the product, which in turn will increase the company's revenue through the "*word of mouth*" method. (HUMAS, 2022). Consumer satisfaction

can be influenced through entrepreneurial behavior and business services. behaviors that reflect entrepreneurship, namely: Dare to be creative, Dare to take risks, Discipline, Creative and innovative (Mulia Putri, 2021). In addition to entrepreneurial behavior, the service of business actors is also important in the success of a business. Many retail businesses, especially small scale, often ignore the services they provide to consumers, retailers do not put customer service at the top and this is a big mistake.

Customers will always remember if the service provided is very good or very bad, business actors certainly don't want customers to remember it, especially if the service provided is bad. But service will always be in the head of consumers. Because consumers don't only see products, but there are also interactions like small talk with business people. If the business actors provide good service, then consumers will remember the company well, but if it is the other way around, it is very likely that the company will lose customers and get some bad ratings from these consumers. As a retailer, business actors certainly cannot ignore the power of mouth, the services provided will be shared with other friends. With the good service provided, customers will be happy to recommend the business run by the company to their friends. And if the service provided is bad, then be prepared with worse ratings from consumers. (Teknologi Indonesia, 2017) . Gunung Sibayak Store is a store located on Cirebon Street Number 12/36 Medan. Researchers conducted research at the Gunung Sibayak Store with the consideration that the store was not as crowded as in 2019. Based on the results of an initial survey conducted on May 9, 2022, as many as 5 people who had visited the Gunung Sibayak Store it could be seen that some customers were dissatisfied with the services provided. by employees at the Gunung Sibayak Store. This is about store employees who are not friendly, long waiting times in preparing orders, and various other things. And customers sometimes feel dissatisfied with the behavior of business actors because there is no innovation in selling products that are trending or that are rarely on the market but are needed by some consumers. Based on the background of the problem that the researcher has described above, which makes researchers interested in researching with the title "Analysis of the Effect of Entrepreneurial Behavior and Business Actor Services on Consumer Satisfaction at Gunung Sibayak Stores, Medan".

According to Miftah Toha, the behavior or behavior of an individual formed because of an interaction between an individual and environment, that behavior is a function of the interaction between a individual with his environment. It means one individual with another will vary according to their respective environments (TANJUNG, 2018). Based on research Sholehuddin & Rahman, 2020 service quality has a negative impact on consumer satisfaction and only has a small impact. Consumer perceptions about whether or not a company's service depends on the suitability and desire for the service it receives. Service Quality Companies that provide services are a measure of customer satisfaction. If the perception of service quality is lower than that expected, buyers feel annoyed, not enough, and even have other destructive effects on consumers (I. S. Rahayu & Susanti, 2022) . Satisfaction is also a very predictor strong when associated with purchase intention repeated Dölarslan, 2014. That is, if consumers are satisfied then there is tendency to repurchase the product the. However, if the product is not comparable to expectations, then the consumer will leave the product (Yudha & Lestari, 2021) . Customer satisfaction according to Tse & Wilton in Tjiptono (2017:287) is a response customers to the evaluation of perceptions of differences between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question (Kesuma et al., 2015). Service quality According to Tjiptono Fandy, (2011), is an effort meeting the needs that are accompanied by consumer desires and the accuracy of the method delivery in order to comply customer expectations and satisfaction (Sumi Kasum, 2019).

RESEARCH METHOD

Location and Time

This research was conducted at the Gunung Sibayak Store in Medan, which is located at Cirebon Street Number 12/36 Medan. The research time is planned from September 2022 to January 2023.

Population and Sample

The population in this study were all customers with a total of 70 customers. The sampling technique uses a saturated sample where the entire population will be used as a research sample.

Data Collection Method

Data collection through questionnaires is done by asking questions to the parties related to the problem. To assess respondents' responses, the authors use a Likert scale that uses several question items to measure individual behavior by responding to 5 choice points on each question item.

Validity and Reliability Test

The data obtained need to be tested for accuracy and reliability so that the results of data processing are more precise and accurate. Therefore, it is necessary to know how high the validity and reliability of the measuring instrument (instruments) used are. Based on the research, each questionnaire item variable was tested for validity, all questionnaires had met the valid criteria and were eligible to be used as questionnaires in further research. While in the reliability test, all questionnaire items are reliable variables and can be used as research instruments.

RESULT AND DISCUSSIONS

Validity test

X1 Entrepreneurial Behavior

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.868	8

Based on the output table of "Reliability Statistics" above, it is known that the Cronbach's Alpha value is 0.868 > 0.60, it can be concluded that the questions for the X1 variable as a whole are reliable. Meanwhile, N of Items or the number of questions analyzed are 8 items.

Table 2. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	31.13	14.519	.551	.860
X1.2	31.29	12.990	.666	.847
X1.3	31.31	13.581	.471	.873
X1.4	31.23	13.831	.652	.850
X1.5	31.16	13.584	.712	.844
X1.6	31.30	13.141	.682	.845
X1.7	31.29	13.019	.682	.845
X1.8	31.20	13.206	.617	.853

Df = 70 – 2 = 68 The value of r table product moment for n 68 5% significance is 0.2352

Table 3. Source : Primer data is processed, 2022

Validity Result Of Variable X1			
Number Question Points	R Count	R Table 5%	Criteria
1	0.551	0.2352	Valid
2	0.666	0.2352	Valid
3	0.471	0.2352	Valid
4	0.652	0.2352	Valid
5	0.712	0.2352	Valid
6	0.682	0.2352	Valid
7	0.682	0.2352	Valid
8	0.617	0.2352	Valid

The results of the validity test of the entrepreneurial behavior variable (X1) the value of r count > r table (0.2352) in the table above. So that all statements are valid, and can be used in research.

X2 Business Actor Services

Table 4. Reliability Statistics

Cronbach's Alpha	N of Items
.848	8

Based on the output table of "Reliability Statistics" above, it is known that the Cronbach's Alpha value is 0.848 > 0.60, it can be concluded that the questions for the X2 variable as a whole are reliable. Meanwhile, N of Items or the number of questions analyzed are 8 items.

Table 5. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	31.76	9.056	.519	.838
X2.2	31.84	8.685	.596	.829
X2.3	31.83	8.782	.507	.841
X2.4	31.80	8.713	.590	.830
X2.5	31.69	9.059	.582	.832
X2.6	31.87	8.230	.675	.819
X2.7	31.89	8.508	.561	.834
X2.8	31.83	8.260	.666	.820

Table 6. Validity Result Of Variable X1

Number question points	R count	R table 5%	Criteria
1	0.519	0.2352	Valid
2	0.596	0.2352	Valid
3	0.507	0.2352	Valid
4	0.590	0.2352	Valid
5	0.582	0.2352	Valid
6	0.675	0.2352	Valid
7	0.561	0.2352	Valid
8	0.666	0.2352	Valid

The results of the validity test of the service variable of business actors (X2) the value of r count > r table (0.2352) in the table above. So that all statements are valid, and can be used in research.

Y Consumer Satisfaction

Table 7. Reliability Statistics

Cronbach's Alpha	N of Items
.824	8

Based on the "Reliability Statistics" output table above, it is known that the Cronbach's Alpha value is 0.824 > 0.60, it can be concluded that the items for the Y variable are reliable as a whole. Meanwhile, N of Items or the number of questions analyzed are 8 items.

Table 8. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	31.89	7.871	.491	.810
Y2	31.94	7.301	.582	.798
Y3	31.91	7.732	.472	.814
Y4	31.87	7.679	.565	.801
Y5	31.93	7.546	.599	.796
Y6	32.03	7.680	.545	.803
Y7	32.00	7.449	.591	.797
Y8	31.93	7.488	.522	.807

Table 9. Validity result of variable x1

Number question points	R count	R table 5%	Criteria
1	0.491	0.2352	Valid
2	0.582	0.2352	Valid
3	0.472	0.2352	Valid
4	0.565	0.2352	Valid
5	0.599	0.2352	Valid
6	0.545	0.2352	Valid
7	0.591	0.2352	Valid
8	0.522	0.2352	Valid

The results of the validity test of the consumer satisfaction variable (Y) the value of r count > r table (0.2352) in the table above. So that all statements are valid, and can be used in research.
b. Reliability Test

X1 Entrepreneurial Behavior

Table 10. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	31.13	14.519	.551	.860
X1.2	31.29	12.990	.666	.847
X1.3	31.31	13.581	.471	.873
X1.4	31.23	13.831	.652	.850
X1.5	31.16	13.584	.712	.844
X1.6	31.30	13.141	.682	.845
X1.7	31.29	13.019	.682	.845
X1.8	31.20	13.206	.617	.853

The Cronbach's Alpha value for questions X1.1-X1.8 the Cronbach's Alpha value is > 0.60 so that it can be concluded that the overall questionnaire can be concluded to be reliable.

X2 Business Actor Services

Table 11. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	31.76	9.056	.519	.838
X2.2	31.84	8.685	.596	.829

X2.3	31.83	8.782	.507	.841
X2.4	31.80	8.713	.590	.830
X2.5	31.69	9.059	.582	.832
X2.6	31.87	8.230	.675	.819
X2.7	31.89	8.508	.561	.834
X2.8	31.83	8.260	.666	.820

The Cronbach's Alpha value for questions X2.1-X2.8 is Cronbach's Alpha value > 0.60 so that it can be concluded that the overall questionnaire can be concluded to be reliable.
Y Consumer Satisfaction.

Table 12. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	31.89	7.871	.491	.810
Y2	31.94	7.301	.582	.798
Y3	31.91	7.732	.472	.814
Y4	31.87	7.679	.565	.801
Y5	31.93	7.546	.599	.796
Y6	32.03	7.680	.545	.803
Y7	32.00	7.449	.591	.797
Y8	31.93	7.488	.522	.807

The Cronbach's Alpha value for questions Y.1-Y.8 Cronbach's Alpha value is > 0.60 so that it can be concluded that the overall questionnaire can be concluded to be reliable.

Normality test
Histogram output table

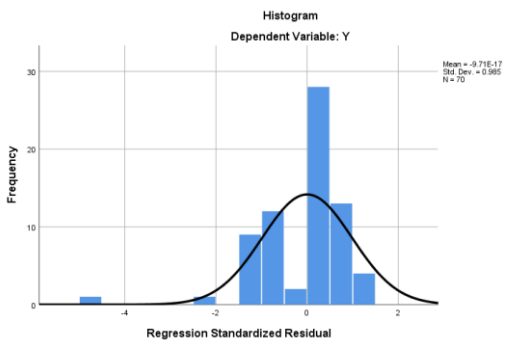

Figure 1. Histogram graphics

Description: based on the picture behind it is a bell shaped line, neither going left nor right. this shows that the data is normally distributed and meets normality assumptions.

Normal output table p=plot

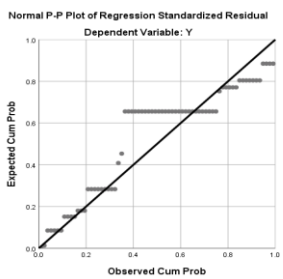

Figure 2. Normal Probability Plot of Regresseion Graphics

Based on the output above, it can be seen that the plotting points contained in the figure always follow and approach the diagonal line so that it can be concluded that the residual value is normally distributed. Thus the assumption of normality for the residual value in the linear regression analysis in this study is fulfilled.

Heteroscedasticity Test

Table. 13 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.492	.399		1.231	.223		
	X1	.054	.089	.084	.613	.542	.783	1.277
	X2	-.070	.077	-.124	-.902	.370	.783	1.277

Because the significance value of the two variables above is greater than 0.05, according to the basis for decision making in the glejser test, it can be concluded that there is no symptom of heteroscedasticity in the regression model.

t test and f . test

Hypothesis Formulation

H1 = There is an influence of Entrepreneurial Behavior (X1) on Consumer Satisfaction (Y)

H2 = There is an influence of Business Actor Services (X2) on Consumer Satisfaction (Y)

H3 = There is an influence of Entrepreneurial Behavior (X1) and Business Actor Services (X2) on Consumer Satisfaction (Y)

95% confidence level, a = 0.05

Hypothesis Testing H1 and H2 with t test

Table 14. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.852	1.786		3.276	.002
	X1	.331	.051	.442	6.509	.000
	X2	.518	.063	.554	8.165	.000

a. Dependent Variable: Y

H1 . Testing, T count = t(a/2;n-k-1) = (0.025;67) = 1.99601 Given the value of Sig. for the effect of X1 on Y is 0.000 < 0.05 and the value of t count is 6.509 > t table 1.99601, so it can be concluded that H1 is accepted which means there is an effect of X1 on Y. H2 . Testing , Given the value of Sig. for the effect of X2 on Y is 0.000 <0.05 and the value of t count is 8.165 > t table 1.99601, so it can be concluded that H2 is accepted which means there is an effect of X2 on Y

H3 hypothesis testing with f . test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	548.663	2	274.331	154.667	.000[b]
	Residual	118.837	67	1.774		
	Total	667.500	69			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

H3 . Testing, F count = f(k;n-k) = (2;68)

Based on the output above, it is known that the significance value for the effect of X1 and X2 simultaneously on Y is 0.000 <0.05 and the calculated F value is 157.667 > F table 3.13 so it can

be concluded that H3 is accepted, which means that there is an effect of X1 and X2 simultaneously on Y.

Test the coefficient of determination

Table 16. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907[a]	.822	.817	1.332
a. Predictors: (Constant), X2, X1				

Based on the output above, it is known that the R Square value is 0.822, this means that the effect of the X1 and X2 variables simultaneously on the Y variable is 82.2%.

CONCLUSIONS

Based on the results of research that has been carried out, the authors can conclude several things regarding entrepreneurial behavior and business services for consumer satisfaction at the Gunung Sibayak Store Medan as follows: Entrepreneurial behavior has no effect on customer satisfaction at Gunung Sibayak Store Medan. The results showed that the t table value was t count 1.354 < t table 1.99601, so it can be concluded that H1 is rejected, which means that there is no influence of entrepreneurial behavior on consumer satisfaction at Gunung Sibayak Store Medan. Business services have an effect on customer satisfaction at Gunung Sibayak Stores, Medan. The results of the study obtained that the t table value was t arithmetic value 4.236 > t table 1.99601, so it can be concluded that H2 is accepted which means that there is an effect of business actor services on consumer satisfaction at Gunung Sibayak Store Medan. The large influence of the entrepreneurial behavior variable and the service of business actors on consumer satisfaction at the Gunung Sibayak Store Medan can be seen from the results of the coefficient of determination test that the correlation coefficient (R) is 0.444, which means that there is a strong relationship between the independent variable and the dependent variable because the R value is close to the number 1. The value of R2 square is 0.444, which means 44.4% of customer satisfaction is influenced by the entrepreneurial behavior and service variables of business actors. This shows that the perceived entrepreneurial behavior and service of business actors have an influence on consumer satisfaction at Gunung Sibayak Stores, Medan.

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