

# The Effect of Service and Customer Satisfaction on Increasing Product Sales Turnover at the Second Queen Bengkulu Store

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## Abstract

This study aims to analyze the influence of service quality and customer satisfaction on sales turnover improvement at Second Queen Thrift Store in Bengkulu. The research employed a quantitative approach with survey methods using questionnaires and documentation as data collection instruments. The sample consisted of 100 respondents selected through purposive sampling, namely customers who had made at least two purchases. Data were analyzed using multiple linear regression with SPSS version 20. The partial test (t-test) results showed that the service variable ( $X_1$ ) had a positive and significant effect on sales turnover with a significance value of  $0.001 < 0.05$ , while customer satisfaction ( $X_2$ ) also had a positive and significant effect with a significance value of  $0.002 < 0.05$ . The simultaneous test (F-test) obtained a significance value of  $0.000 < 0.05$ , with a coefficient of determination ( $R^2$ ) of 0.642, indicating that 64.2% of sales turnover variation is influenced by service and customer satisfaction, while the remaining 35.8% is influenced by other factors beyond this study. The findings conclude that improving service quality and customer satisfaction simultaneously has a significant contribution to increasing sales turnover and business sustainability at Second Queen Thrift Store Bengkulu

## Keywords

Service, Customer Satisfaction, Sales Turnover, Second Queen Bengkulu Store

## Introduction

The development of the thrift business or second-hand goods trade in Indonesia has experienced rapid growth in recent years. The emergence of thrift consumption trends is driven by consumer awareness of economic value and environmental sustainability aspects. Thrift products offer affordable alternatives without compromising quality and style. This phenomenon has attracted the attention of many business actors, resulting in increasingly intense competition in the thrift sector and demanding effective business strategies to maintain customer loyalty.

In the context of increasingly intense competition, service quality has become an important factor that differentiates one thrift store from another. Good service not only enhances customer satisfaction but also influences repeat purchase behavior and word-of-mouth recommendations. Customer satisfaction, which results from an evaluation of service performance, is a key indicator in determining business success in increasing sales turnover. Therefore, effective management of human resources and service processes is essential to ensure a positive customer experience.

Nevertheless, thrift business operators face significant challenges in the form of government policies prohibiting the import of thrift goods. Based on the Regulation of the Minister of Trade Number 40 of 2022 concerning Goods Prohibited from Import, used clothing is included in the category of goods that are not permitted to be imported because it is considered to potentially cause negative impacts on the national economy. This policy is also in line with Law Number 7 of 2014 concerning Trade, which emphasizes that all import activities must consider aspects of health, safety, and protection of domestic industries. This policy aims to protect domestic industries and control the circulation of second-hand goods that enter illegally or are not standardized. The import ban has a direct impact on the availability and variety of stock in thrift stores and requires adaptation in procurement strategies to maintain product quality.

High-quality service has important indicators such as reliability, responsiveness, assurance, empathy, and tangibles, which strongly influence customer satisfaction. Diotiharta et al. (2023) state that good service quality can meet customer expectations and provide a satisfying experience, thereby building long-term relationships that are beneficial for companies. Research by Wandini (2023) also shows that service quality has a significant positive effect on customer satisfaction, which subsequently increases customer loyalty and sales turnover. Customer satisfaction is the result of a consumer's evaluation after comparing expectations with the actual service received. R.A.

Supriyono (2023) emphasizes that good service creates a positive impression on customers, thereby increasing their interest in using the products or services offered. This is consistent with research by Pratama and Prabowo (2023), which found that service quality contributes significantly to increased product sales.

In addition, previous research by Susanti and Hidayat (2021) in the retail sector found a positive correlation between customer service and increased sales volume. Fast, friendly, and responsive service makes customers feel valued and more likely to make repeat purchases, which directly impacts sales turnover growth.

Based on the above discussion, it can be concluded that high-quality service is a key factor in increasing customer satisfaction and sales turnover. Therefore, this study aims to examine in depth the influence of service quality and customer satisfaction on increasing product sales turnover, so that companies can formulate effective and efficient service strategies in facing market competition.

Initial observations at the Second Queen store, a local thrift business that serves as the object of this study, revealed that store operations are managed by only two employees. This limited workforce presents challenges in delivering optimal service to customers, which may potentially affect customer satisfaction levels and sales performance.

In an increasingly competitive business environment, every business actor must adopt appropriate strategies to survive and grow. One of the most important factors that strongly influences business success is customer service. Good service can create a positive customer experience, leading to customer satisfaction and willingness to make repeat purchases. In addition, satisfied customers are more likely to recommend the store to others, which ultimately helps increase sales.

Based on this background, this study aims to analyze the effect of service quality and customer satisfaction on increasing product sales turnover at the Second Queen store. This research employs a quantitative approach using a survey method to collect data from store customers, which are then analyzed using statistical techniques to test the relationships among variables. The results of this study are expected to provide strategic insights that can be used to improve service quality, enhance customer satisfaction, and increase sales turnover in thrift businesses with limited resources.

## Methods

To obtain answers to the research problem formulation and the hypotheses that have been proposed, appropriate hypothesis testing is required in relation to the formulated hypotheses. Hypothesis testing in this study employs the coefficient of determination ( $R^2$ ), partial hypothesis testing (t-test), and simultaneous hypothesis testing (F-test). The explanation of each test is presented as follows:

### Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) basically measures how far the model's ability is in explaining the variation of the dependent variable. The value of the coefficient of determination ranges between zero and one. A small  $R^2$  value indicates that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. However, the use of the coefficient of determination has a weakness, namely the presence of bias related to the number of independent variables included in the model. To avoid this bias, the adjusted  $R^2$  value is used, where the adjusted  $R^2$  can increase or decrease when an additional independent variable is included (Ghozali, 2018).

### Partial Test (t-test)

The t-test is used to determine the effect of each independent variable on the dependent variable and to identify how large the influence of the independent variable is on the dependent variable. The test is conducted at a significance level of  $\alpha = 0.05$ , meaning that the probability of the correctness of the conclusion is 95% or a tolerance of error of 5%. If the probability value of t is less than 0.05, then the independent variable has an effect on the dependent variable (Ghozali, 2018).

The decision-making criteria are obtained by comparing the calculated t-value with the t-table value, with the following criteria:

- If the significance value  $< 0.05$ , then the hypothesis is accepted (significant). This indicates that the independent variable has a significant partial effect on the dependent variable.
- If the significance value  $> 0.05$ , then the hypothesis is rejected (not significant). This indicates that the independent variable does not have a significant partial effect on the dependent variable.

### **Simultaneous Test (F-test)**

The F-test is used to examine whether all independent variables simultaneously have an effect on the dependent variable. The interpretation of the F-test is as follows:

- If the calculated F-value  $> F$ -table value and the significance value  $< 0.05$ , then simultaneously all independent variables have a significant effect on the dependent variable.
- Conversely, if these conditions are not met, then there is no significant simultaneous effect.

### **Multiple Linear Regression Test**

Multiple linear regression analysis is an analysis used to determine the effect of more than one independent variable on a single dependent variable. The multiple linear regression model is used to explain the relationship and the magnitude of the influence of each independent variable on the dependent variable (Ghozali, 2018). The multiple linear regression equation used by the researcher is as follows:

$$Y = \alpha + \beta_1 X_1 + e \dots\dots$$

1. Regression coefficients ( $b_1, b_2, \dots$ ): indicate the direction of influence (+ or -) and the magnitude of the effect of each independent variable.
2. t-test: to determine the partial effect of variable X on Y.
3. F-test: to examine the simultaneous effect of variable X on Y.
4.  $R^2$  (R Square): indicates the extent to which the independent variables contribute to explaining the dependent variable.

This means that sales turnover is influenced by service quality and customer satisfaction

## **Results and Discussion**

### **Hypothesis Testing**

#### **Coefficient of Determination Test ( $R^2$ )**

The coefficient of determination test aims to measure the extent to which the independent variables are able to explain variations in the dependent variable. The value of the coefficient of determination is indicated by  $R^2$  or Adjusted  $R^2$ , which ranges from 0 to 1. The closer the value is to 1, the greater the ability of the independent variables to explain the dependent variable.

**Table 1.**  
Results of the Coefficient of Determination Test (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 <sup>a</sup>	.412		.400

a. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: Processed SPSS Data, 2025

Based on the results of the analysis above, it is found that 41.2% of the variation in sales turnover (Y) can be explained by service quality (X1) and customer satisfaction (X2), while the remaining 58.8% is explained by other variables outside the regression model.

**Multiple Linear Regression Test**

Multiple linear regression analysis is a statistical method used to examine the relationship between one dependent variable (Y) and two or more independent variables (X1, X2, etc.) simultaneously. The purpose of this analysis is to determine the magnitude of the influence of each independent variable on the dependent variable and to assess how well the regression model explains the variability of the data.

**Table 2.**  
Results of the Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
				Beta		
1	(Constant)	3.581	1.475		2.428	.017
	Service Quality	.111	.038	.284	2.921	.004
	Customer Satisfaction	.354	.080	.429	4.407	.000

a. Dependent Variable: Sales Turnover

Source: Processed SPSS Data, 2025

$$Y = 3.581 + 0.111X1 + 0.354X2$$

The constant value of 3.581 indicates that when X1 and X2 are equal to 0, the value of Y remains at 3.581.

Based on variable X1, the regression test results show that X1 has a positive regression coefficient with a value of b = 0.111. This means that a one-point increase in X1 will lead to an increase in Y by 0.111.

Based on variable X2, the regression test results indicate that X2 has a positive regression coefficient with a value of b = 0.354. This implies that a one-point increase in X2 will result in an increase in Y by 0.354

### F-Test

The F-test is a statistical test used to determine whether all independent variables in a regression model simultaneously have a significant effect on the dependent variable.

**Table 3.**  
Results of the F-Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	407.345	2	203.672	33.966	.000 <sup>b</sup>
	Residual	581.645	97	5.996		
	Total	988.990	99			

a. Dependent Variable: Omset Penjualan

b. Predictors: (Constant), Kepuasan Konsumen, Pelayanan

Source: Processed SPSS Data, 2025

### t-Test

According to Ghozali, the t-test is used to determine whether each independent variable partially has a significant effect on the dependent variable

**Table 4.**  
Results of the t-Test

Coefficients <sup>a</sup>							
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	3.581	1.475			2.428	.017
	Pelayanan	.111	.038		.284	2.921	.004
	Kepuasan Konsumen	.354	.080		.429	4.407	.000

a. Dependent Variable: Omset Penjualan

Source: Processed SPSS Data, 2025

### Discussion

#### The Effect of Service Quality on Sales Turnover

Based on the results of the t-test, the calculated t-value is 2.921 with a significance level of  $0.004 < 0.05$ , indicating that service quality has a positive and significant effect on sales turnover at the Second Queen Store. The regression coefficient of 0.111 shows that every one-unit increase in the service quality variable will increase sales turnover by 0.111 units, assuming other variables remain constant. This result reinforces the SERVQUAL theory proposed by Parasuraman, Zeithaml, and Berry (1988), which states that service indicators such as reliability, responsiveness, empathy, assurance, and tangibles are essential elements in creating value for consumers. Fast, friendly, and reliable service helps build positive perceptions that encourage repeat purchases and increased sales turnover.

Empirically, this finding is consistent with the study by Rosyafah and Fauziah (2023), which states that improvements in service quality can increase sales through enhanced customer satisfaction and loyalty. In the context of the Second Queen Store, good service is reflected in store cleanliness, clarity of product information, and the friendly and professional attitude of employees. These conditions create a pleasant shopping experience and encourage consumers to make larger or repeat purchases.

### **The Effect of Customer Satisfaction on Sales Turnover**

The t-test results show a calculated t-value of 4.407 with a significance level of  $0.000 < 0.05$ , indicating that customer satisfaction has a positive and significant effect on sales turnover. The regression coefficient of 0.354 indicates that every one-unit increase in customer satisfaction will increase sales turnover by 0.354 units, assuming other variables remain constant. The findings demonstrate that customer satisfaction has a strong influence on sales turnover. The indicator of intention to revisit received the highest score, indicating that satisfied customers have a high potential to make repeat purchases. Furthermore, the indicator of willingness to recommend shows that customers are willing to promote the store to others, thereby contributing to an increase in the number of new customers.

Empirically, sales turnover in the thrift business is strongly influenced by customer loyalty and word-of-mouth marketing, both of which are primarily driven by customer satisfaction. This finding supports Kotler's theory, which states that satisfied customers provide "value-return" in the form of repeat purchases and positive recommendations. Previous studies, such as Rahmawati (2022), also show that customer satisfaction directly contributes to increased sales volume. Therefore, hypothesis H2 is accepted, and customer satisfaction is proven to have a significant effect on sales turnover at the Second Queen Store.

### **The Effect of Service Quality and Customer Satisfaction on Sales Turnover**

Simultaneously, the results of the coefficient of determination test show  $R^2$  values of 0.565 and an adjusted  $R^2$  of 0.557, indicating that 55.7% of the variation in sales turnover is explained by service quality and customer satisfaction, while the remaining 44.3% is explained by other factors such as price, promotion, and location. The correlation coefficient (R) of 0.752 indicates a strong and positive relationship among the variables. The F-test results show that service quality and customer satisfaction simultaneously have a significant effect on sales turnover. This indicates that both variables complement each other and work jointly. Good service quality increases customer satisfaction ( $X1 \rightarrow X2$ ), and satisfied customers increase repeat purchases, loyalty, and word-of-mouth ( $X2 \rightarrow Y$ ). Therefore, the effect of service quality on sales turnover is not only direct but also indirect through customer satisfaction. This relationship model is consistent with modern marketing theory (Kotler & Keller), which emphasizes that satisfaction is an important mediator between service quality and sales. In addition, previous studies show that both variables together contribute significantly to sales performance (Candra et al., 2024; Istifana et al., 2024). Thus, hypothesis H3 is accepted, and both variables are proven to jointly increase the sales turnover of the Second Queen Store.

**Table 5.**  
Sales Turnover Data for 3 Months (July–September)

Period (Month)	Sales Turnover	Persentase
July	23.375.000	-
August	28.730.000	+22,9%
September	30.940.000	+7,7%

Source: Processed data from Second Queen Store, 2025

Based on Table 4.21 above, it can be observed that the sales turnover of the Second Queen Store increased consistently during the period from July to September 2024. In July, sales turnover amounted to IDR 23,375,000, then increased to IDR 28,730,000 in August, indicating an increase of 22.9%. Furthermore, in September, sales turnover increased again to IDR 30,940,000, representing a 7.7% increase compared to the previous month. This increase in sales turnover indicates positive growth in the store’s sales performance. Based on observations and interviews conducted, this increase is closely related to improvements in service quality and customer satisfaction implemented by Second Queen during the research period.

Theoretically, the increase in sales turnover can be explained through consumer behavior concepts, where customer satisfaction plays an important role in shaping customer loyalty. Customers who are satisfied with the service tend to make repeat purchases (repurchase intention) and provide positive recommendations to other potential customers. This creates a multiplier effect on sales volume and directly increases business turnover. In addition, fast, friendly, and communicative service further strengthens the relationship between sellers and buyers. In the context of a thrift store such as Second Queen, good service not only includes the seller’s attitude but also product presentation, store cleanliness, and the seller’s ability to provide information regarding product quality and authenticity. These factors simultaneously shape a pleasant shopping experience and increase customer satisfaction levels. Thus, sales turnover data over the last three months indicate that high-quality service and high customer satisfaction have a positive effect on increasing sales turnover. This is in line with service marketing theory, which states that business success largely depends on the ability of business actors to maintain long-term relationships with customers through satisfactory service.

### Conclusion

Service quality has a positive and significant effect on sales turnover at the Second Queen Store in Bengkulu. The research findings indicate that improvements in service quality, such as responsiveness, friendliness, and effective communication, are able to create a pleasant shopping experience. This condition enhances customer loyalty and the frequency of repeat purchases, which directly contributes to an increase in the store’s sales turnover.

Customer satisfaction has a positive and significant effect on sales turnover. The satisfaction perceived by consumers arises from the alignment between their expectations and the service received. Satisfied customers tend to make repeat purchases and recommend the store to others, thereby expanding market reach and contributing to increased sales volume.

Service quality and customer satisfaction simultaneously have a significant effect on increasing sales turnover. The analysis results show a coefficient of determination ( $R^2$ ) of 0.565,

meaning that 56.5% of the variation in sales turnover is explained by these two variables. With a correlation coefficient (R) of 0.752, the relationship among the variables can be categorized as strong and positive. This indicates that optimal service quality and high customer satisfaction are key factors in the success of the Second Queen Store in improving its sales performance.

Based on sales turnover data over a three-month period (July–September 2025), there was a gradual increase in turnover, from IDR 23,375,000 in July to IDR 28,730,000 in August (an increase of 22.9%), and further to IDR 30,940,000 in September (an increase of 7.7%). This increase demonstrates a close relationship between the implementation of high-quality service and enhanced customer satisfaction with the growth of the store's revenue.

Overall, this study confirms that service quality and customer satisfaction are interrelated strategic factors in creating business sustainability and driving sales turnover growth in retail businesses such as the Second Queen Store..

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