



## Influence Of Service Quality And Retail Innovation On Customer Satisfaction At Lequita Furniture

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### ABSTRACT

**Purpose:** This research aims to examine the influence of service quality and retail innovation on customer satisfaction. The study is important as it provides empirical evidence on how service and innovation contribute to customer perceptions and loyalty in the retail sector. The expected outcome is to identify the extent to which these variables determine customer satisfaction. **Methodology:** The study applied a quantitative approach using multiple linear regression analysis. Data were collected through a structured questionnaire distributed to customers, and analyzed using statistical techniques including the t-test, F-test, and coefficient of determination ( $R^2$ ). **Results:** The findings show that both service quality and retail innovation significantly affect customer satisfaction. The F-test results indicate a simultaneous positive and significant influence, while the t-test demonstrates that each variable individually contributes to customer satisfaction. The coefficient of determination reveals that service quality and retail innovation account for 62.8% of the variance in customer satisfaction. **Findings:** The research highlights that enhancing service quality and adopting innovative retail practices are key strategies for improving customer satisfaction. **Novelty:** Unlike prior studies, this research combines service quality and retail innovation as predictors of customer satisfaction in a single model. **Originality:** The study offers a unique contribution by empirically validating the joint effect of these two variables in the retail sector. **Conclusion:** Service quality and retail innovation have both partial and simultaneous significant effects on customer satisfaction, confirming their strategic role in strengthening retail competitiveness. **Type of Paper:** Identifies Research Article).

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## INTRODUCTION

The furniture retail industry has played a significant role in meeting consumer needs by offering both functional and aesthetic value over time. In Indonesia, furniture businesses have long been embedded in cultural and economic traditions, with Jepara and Cirebon serving as important centers of craftsmanship and trade. Within this context, Lequita Furniture Store in Cirebon operates as a local retail business that faces growing competition from both traditional and modern retailers. To remain competitive, the company must continuously enhance its service quality and implement retail innovations that align with evolving customer expectations. Customer satisfaction, in this sense, is not only a measure of current performance but also a determinant of long term customer loyalty and business sustainability.

The motivation for this study stems from the importance of understanding how service quality and retail innovation jointly influence customer satisfaction. In today's highly competitive market, customers expect efficiency, convenience, and personalized experiences. Service quality such as reliability, responsiveness, and empathy remains central in shaping customer perceptions. At the same time, innovation in retail practices, including digital technology adoption, store design, and promotional strategies, has become a key differentiator for retail success. Despite its importance, many local furniture businesses still lack a comprehensive strategy to integrate both aspects effectively, which often results in suboptimal customer satisfaction levels. The main problem identified in this study is that customer satisfaction at Lequita Furniture Store has not yet reached an optimal level. Several customer complaints have been reported regarding the speed of service, accuracy in fulfilling orders, and limited innovation in sales strategies and store layout. These issues highlight the need to evaluate the extent to which service quality and retail innovation influence customer satisfaction in the furniture retail sector.

Previous studies have shown that service quality has a significant effect on customer satisfaction in various industries. For example, Mokodompit and Amaliyah (2024) found that service quality positively influences customer satisfaction in financial institutions (Mokodompit & Amaliyah, 2024 ). Similarly, Alfajar et al. (2021) reported that service quality significantly improves customer satisfaction in retail fashion businesses (Alfajar et al., 2021 ). On the other hand, research on retail innovation also emphasizes its positive role. Nabila and Suryadi (2022) highlighted that innovation combined with service quality increases customer loyalty in furniture businesses (Nabila & Suryadi, 2022 ). Wiatur et al. (2024) further confirmed that innovation in service and facilities enhances customer experience in the minimarket sector (Wiatur et al., 2024 ). However, limited studies have simultaneously examined service quality and retail innovation in the context of local furniture stores, particularly in Cirebon, where competition and customer expectations continue to grow.

Therefore, this research aims to analyze the influence of service quality and retail innovation on customer satisfaction at Lequita Furniture Store in Cirebon. By integrating both variables in a single model, this study seeks to provide empirical evidence that can guide business strategy for local furniture retailers, while also contributing to the broader academic discussion in marketing and consumer behavior.

### **Service Quality**

Service quality is commonly conceptualized through the SERVQUAL framework, spanning five dimensions tangibles, reliability, responsiveness, assurance, and empathy which together capture how well a service meets or exceeds customer expectations (Parasuraman, 1998). In contemporary retail settings, empirical evidence shows that stronger performance on these dimensions is associated with higher customer satisfaction; for instance, research in Indonesian modern retail (e.g., Indomaret) reports significant positive effects of service quality on satisfaction (Wiatur et al., 2024). Similar patterns appear in fashion retail, where service quality improvements translate into meaningful gains in satisfaction (Alfajar et al., 2021). Overall, the literature positions service quality as a foundational antecedent to satisfaction, with reliability and responsiveness frequently highlighted as high-leverage drivers in frontline encounters (Parasuraman, 1998; Wiatur et al., 2024).

**H1 : There is a positive and significant influence of service quality on customer satisfaction.**

### **RETAIL INOVATION**

Retail innovation encompasses the introduction of new ideas in products, processes, technologies, store design, and service systems aimed at enhancing the shopping experience and creating added value (Moliner & Gil-Saura, 2019). Key indicators include faster adoption of new ideas, product improvements/novelties, and sustained consistency in implementing innovations (Moliner-Velázquez et al., 2019). Evidence across Indonesian contexts links innovation to higher satisfaction: studies report significant, sometimes sizable, contributions of innovation to customer satisfaction (Indriyani et al., 2023; Afriyani & Muhajirin, 2021), with additional support in MSME and service

settings (Ahsan, 2024; Salsabila et al., 2024). That said, effects can be context-dependent; in a Starbucks drive-thru study, product innovation did not reach significance while service and store atmosphere did, underscoring the need to align innovation with customer-valued attributes (Waha & Kindangen, 2023). Collectively, the literature frames retail innovation as a multifaceted strategic lever that, when executed coherently, elevates perceived value and satisfaction (Moliner & Gil-Saura, 2019; Indriyani et al., 2023).

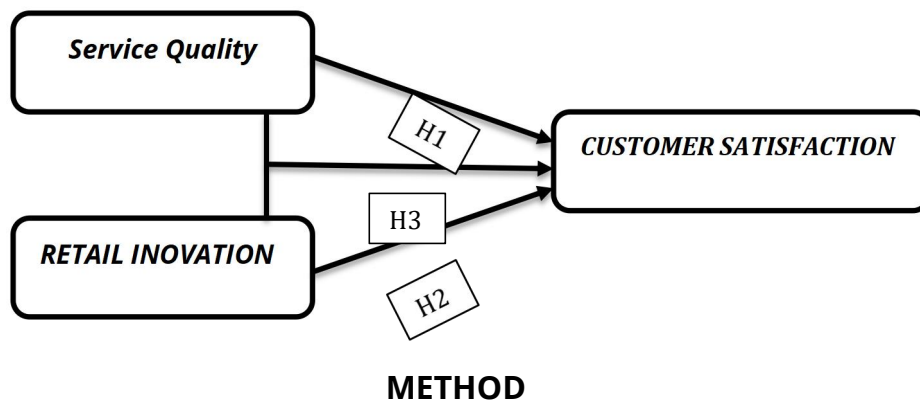
**H2: There is a positive and significant influence of retail innovation on customer satisfaction.**

### **CUSTOMER SATISFACTION**

Customer satisfaction is typically defined as a cognitive–affective evaluation arising from the comparison between expectations and perceived performance, often operationalized through indicators such as suitability of expectations, intention to revisit, and willingness to recommend (Ilham et al., 2023). Within furniture and broader retail contexts, satisfaction serves as a proximal outcome of service delivery and innovative practices, and as a predictor of loyalty and repeat purchase. Empirical syntheses in your file affirm that both service quality and retail innovation tend to raise satisfaction levels and thereby support repeat patronage (Sonia, 2024; Wiatur et al., 2024).

**H3: There is a positive and significant simultaneous influence of service quality and retail innovation on customer satisfaction.**

**Figure 1 Framework of Thinking**



### **Type of Research**

This study employed a quantitative research design with an associative approach. The quantitative method was selected because it allows for systematic measurement and statistical testing of relationships between variables. The associative approach was used to analyze the causal influence of independent variables, namely service quality and retail innovation, on the dependent variable, customer satisfaction. The study relied on structured questionnaires as the main instrument for data collection, applying a Likert scale to measure respondents' perceptions. Furthermore, multiple linear regression was utilized to test hypotheses and examine the significance of the relationships between variables. This approach ensured that the findings could be generalized to the population and provided empirical evidence regarding the extent to which service quality and retail innovation affect customer satisfaction.

### **Time and Location of Research**

The research was conducted at Lequita Furniture Store, located in Klagenan District, Cirebon, West Java, Indonesia. This location was chosen because Lequita is a representative case of a local furniture retailer facing competitive challenges in the regional market. The study was carried out during the period from January to March 2025, ensuring that data were collected within a defined timeframe that reflected the purchasing behavior of customers in recent months.

Conducting the study at this location and period provided relevant and timely insights into customer perceptions of service quality, retail innovation, and satisfaction in the furniture retail sector.

### **Population and Sampel**

The population of this study consisted of 337 customers who made purchases at Lequita Furniture Store in Cirebon during the six-month period from October 2024 to March 2025. From this population, the sample was determined using Slovin's formula with a margin of error of 10%. The calculation resulted in 77.11 respondents, which was rounded up to 80 respondents. A purposive sampling technique was employed, with the criterion that respondents must have purchased products from the store at least once within the specified timeframe. This approach ensured that the respondents were relevant to the research objectives and capable of providing accurate information regarding their perceptions of service quality, retail innovation, and satisfaction.

### **Data Collection**

The study utilized both primary and secondary data. Primary data were obtained through the distribution of structured questionnaires to customers of Lequita Furniture Store, supplemented with observation and interviews with store management to provide additional insights. Secondary data were collected from internal store documentation, such as sales records and customer service reports, as well as from relevant academic literature and journal articles. This combination of data sources ensured that the research findings were both comprehensive and valid.

### **Research Instruments**

The main research instrument was a structured questionnaire designed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were developed based on established constructs. Service quality (X1) was measured through the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Retail innovation (X2) was measured using three indicators: product innovation, speed of adoption of new ideas, and consistency in implementing innovations. Customer satisfaction (Y) was measured by suitability of expectations, repurchase intention, and willingness to recommend. The instrument was tested for validity using Pearson's Product-Moment correlation, with all items showing r-values above 0.220, and for reliability using Cronbach's Alpha, with coefficients exceeding 0.7, indicating that the instrument was both valid and reliable.

### **Data Analysis**

Data analysis was conducted using IBM SPSS Statistics 25. The analysis began with classical assumption testing, including normality, multicollinearity, heteroskedasticity, and autocorrelation tests, to ensure that the regression model met the required statistical conditions. Multiple linear regression analysis was then employed to examine the effects of service quality and retail innovation on customer satisfaction. The t-test was applied to assess the partial influence of each independent variable, while the F-test was used to evaluate their simultaneous influence. The level of significance was set at 5% ( $\alpha = 0.05$ ). Additionally, the coefficient of determination ( $R^2$ ) was calculated to determine the proportion of variance in customer satisfaction explained by the independent variables. This analytical procedure provided robust evidence for testing the hypotheses and answering the research questions.

## **RESULTS AND DISCUSSION**

### **RESULTS**

#### **Respondent Characteristics**

The study collected responses from 80 customers of Lequita Furniture Store. Table 1 illustrates the demographic distribution of respondents. Most customers were male (76.3%) and within the productive age range of 21–30 years (46.3%). In terms of occupation, the majority were government or private employees (60%), while nearly half of the respondents reported purchasing furniture two to three times during the observed period (48.8%).

#### **Table 1 Respondent Characteristics**

No	Characteristics	Sub Characteristics	Total
1.	Geder	Male	61 People
		Women	19 People
		Total	80 People
2.	Age	<20 Tahun	16 People
		21-30 Tahun	37 People
		31-40 Tahun	19 People
		>41 Tahun	8 People
		Total	80 People
3.	Work	Student	19 People
		Government/private employees	48 People
		Enterepneurs	7 People
		houeseWives	6 People
		Total	80 People
4.	Purchase Frequency	1	16 People
		2-3	37 People
		>3	19 People
		Total	80 People

source : SPSS 25 Processing Results, 2025

The study involved 80 customers of Lequita Furniture Store in Cirebon as respondents. Questionnaires were distributed directly to the participants, and the collected data were used to describe their demographic characteristics.

## Research Data Analysis

### Validity Test

Validity test refers to the extent to which an instrument accurately measures what it is intended to measure. A valid instrument ensures that the data collected truly represent the concept or variable being studied. In research, validity can be assessed through several approaches, such as content validity, construct validity, and criterion validity. A high validity indicates that the instrument is suitable for capturing the intended phenomena.

### ReliabilityTest

Reliability test refers to the consistency or stability of a measurement instrument over time. A reliable instrument will produce similar results when applied repeatedly under similar conditions. One common method to assess reliability is Cronbach's Alpha, which evaluates internal consistency among items within a construct. A high reliability score (generally above 0.70) suggests that the instrument consistently measures the variable and can be trusted for further analysis.

**Table 2 Validity & ReliabilityTest**

Variabel	Item	Corrected Item Total Correlation	R Table	Cronbach'Alpha
Service Quality	X1.1	0,653	0,220	0,791
	X1.2	0,849		
	X1.3	0,787		
	X1.4	0,851		

Retail Inovation	X2.1	0,930	0,220	0,933
	X2.2	0,945		
	X2.3	0,944		
Customer Satisfaction	Y1	0,901	0,220	0,929
	Y2	0,957		
	Y3	0,951		

The results show that all items of Service Quality, Retail Innovation, and Customer Satisfaction have corrected item-total correlation values above the r-table value of 0.220, indicating that all instruments are valid. Furthermore, the Cronbach's Alpha coefficients for each variable 0.791 for Service Quality, 0.933 for Retail Innovation, and 0.929 for Customer Satisfaction are above the 0.70 threshold. This demonstrates that all research instruments are reliable and can be used confidently for further analysis.

**Table 3 Classical Assumption Test**

No	Test Type	Analysis Results	Conclusion
1.	Normality Test	Kolmogorov-Smirnov significance value = 0.200 (> 0.05)	Data are normally distributed
2.	Multicollinearity Test	Tolerance values > 0.10 (X1 = 0.632; X2 = 0.632); VIF values < 10 (X1 = 1.582; X2 = 1.582)	No multicollinearity detected
3.	Heteroscedasticity Test	Sig. values for both X1 and X2 > 0.05 (X1 = 0.195; X2 = 0.253)	No heteroscedasticity present
4.	Linearity Test	Deviation from linearity Sig. > 0.05 (X1 = 0.522; X2 = 0.158)	Relationship between variables is linear
5.	Autocorrelation Test	Durbin-Watson value = 2.016, within the acceptance range (1.550 – 2.460)	No autocorrelation detected

source : SPSS 25 Processing Results, 2025

The results of the classical assumption tests confirm that the regression model used in this study meets the necessary statistical requirements. The normality test indicates that the data are normally distributed, while the multicollinearity test shows no correlation problems among the independent variables. The heteroscedasticity test further demonstrates that the variance of residuals is constant, and the linearity test confirms that the relationship between independent variables and the dependent variable is linear. Finally, the Durbin-Watson statistic reveals no autocorrelation in the data. These findings collectively validate that the regression model is appropriate and reliable for hypothesis testing.

**Table 4 Coefficient of Determination (R<sup>2</sup>) Test**

No	Test Type	Analysis Result	Conclusion
1.	Simultaneous Coefficient of Determination (R <sup>2</sup> )	Adjusted R <sup>2</sup> = 0.628	Service Quality and Retail Innovation together explain 62.8% of Customer Satisfaction
2.	Partial Coefficient of Determination (R <sup>2</sup> )	Service Quality = 34.7%; Retail Innovation = 45.7%	Retail Innovation has a stronger partial effect than Service Quality

source : SPSS 25 Processing Results, 2025

The results of the classical assumption tests indicate that the regression model meets all statistical requirements. The normality test confirms that the data are normally distributed, while

the multicollinearity and heteroscedasticity tests show no violations, ensuring the stability of the regression estimates. The linearity test indicates that the relationship between variables is linear, and the Durbin-Watson statistic confirms the absence of autocorrelation. The coefficient of determination (Adjusted  $R^2 = 0.628$ ) demonstrates that service quality and retail innovation jointly explain 62.8% of the variance in customer satisfaction. Furthermore, the partial coefficients show that retail innovation (45.7%) contributes more strongly to customer satisfaction than service quality (34.7%), highlighting the importance of continuous innovation in enhancing customer experiences.

**Table 5 Hypothesis Test Results**

No	Test Type	Variable	Statistical Values	Significance Values	Conclusion
1.	T-test (Partial)	X <sup>1</sup> Service Quality	t = 4.812	0.000 < 0.05	Significant positive effect on Y
2.	T-test (Partial)	X <sup>2</sup> Retail Innovation	t = 5.364	0.000 < 0.05	Significant positive effect on Y
3.	F Test (Simultaneous)	X1 and X2 → Y	F = 38.652	0.000 < 0.05	Simultaneous significant positive effect on Y

source : SPSS 25 Processing Results, 2025

The results of the t-tests indicate that both service quality (t = 4.812, Sig. = 0.000) and retail innovation (t = 5.364, Sig. = 0.000) have a positive and significant effect on customer satisfaction. This suggests that improvements in service delivery as well as innovative practices each independently contribute to enhancing customer perceptions and satisfaction levels. Furthermore, the F-test result (F = 38.652, Sig. = 0.000) confirms that service quality and retail innovation simultaneously exert a significant positive influence on customer satisfaction. These findings validate all proposed hypotheses and highlight that both variables, when considered together, play a crucial role in shaping customer experiences and sustaining satisfaction in the furniture retail sector.

## DISCUSSION

The results of this study demonstrate that both service quality and retail innovation have positive and significant effects on customer satisfaction, either partially or simultaneously. These findings are consistent with the theoretical framework of Parasuraman's SERVQUAL model, which emphasizes that dimensions such as tangibility, reliability, responsiveness, assurance, and empathy are critical in shaping consumer perceptions of service (Parasuraman, 1998). In the case of Lequita Furniture Store, customers' evaluation of service quality as "fair" suggests that while the basic service functions are delivered, improvements are required in responsiveness and speed of service to fully meet customer expectations. This reinforces the theoretical argument that service quality is not only a determinant of satisfaction but also a strategic necessity for competitiveness in the retail sector.

The significant influence of retail innovation highlights the growing importance of innovation as a driver of customer satisfaction. This is aligned with the view of Moliner and Gil-Saura (2019), who argue that retail innovation—through product design, technology adoption, and store atmosphere—creates added value that differentiates retailers in a competitive market. Empirical evidence from this study shows that retail innovation has a stronger effect on satisfaction ( $\beta = 0.428$ ) compared to service quality ( $\beta = 0.314$ ), which indicates that in modern furniture retail, innovative practices such as adopting digital marketing strategies, introducing flexible payment systems, and redesigning store layouts are highly valued by customers. This finding corroborates previous studies in Indonesian retail contexts (Indriyani et al., 2023; Wiatur et al., 2024), which emphasize innovation as a critical factor in enhancing customer loyalty and repeat purchases.

From an empirical perspective, the simultaneous effect of service quality and retail innovation explains 62.8% of the variance in customer satisfaction, suggesting that the integration of these two elements is more powerful than focusing on either one individually. This adds new evidence to the body of knowledge, especially within the local furniture retail industry in Cirebon, which has received limited scholarly attention compared to larger retail chains. The finding contributes to economic development literature by showing that improving micro-level service delivery and innovation practices in small and medium-sized enterprises (SMEs) directly supports customer retention, strengthens business sustainability, and indirectly contributes to local economic resilience.

This study therefore provides both theoretical and practical contributions. Theoretically, it strengthens the argument that customer satisfaction is a multidimensional construct influenced not only by traditional service attributes but also by continuous innovation. Practically, it provides managerial insight for SMEs in the furniture sector: to remain competitive, businesses must invest in both service quality improvement and innovation strategies. By doing so, they not only enhance customer satisfaction but also support long-term economic growth through sustainable business practices.

## CONCLUSION

This study concludes that both service quality and retail innovation exert a positive and significant influence on customer satisfaction at Lequita Furniture Store in Cirebon. The results of the partial tests show that each variable contributes individually, with retail innovation having a stronger effect than service quality. The simultaneous test further confirms that the integration of both variables explains 62.8% of the variance in customer satisfaction, indicating that customer experiences are shaped not only by the quality of service encounters but also by the capacity of retailers to continuously innovate.

Theoretically, these findings reinforce the SERVQUAL framework while adding empirical evidence on the importance of retail innovation as a complementary driver of satisfaction in the furniture retail sector. This contributes to the literature by showing that innovation can surpass traditional service quality dimensions in shaping consumer perceptions, particularly in highly competitive and dynamic markets. From a practical standpoint, the study highlights the need for local SMEs to enhance responsiveness, reliability, and empathy in service delivery, while simultaneously investing in product innovation, store atmosphere, and technology adoption to create greater customer value.

The implications of this study suggest that businesses seeking to improve customer satisfaction should not rely solely on conventional service improvements but must also embrace innovation as an integral part of their strategy. For policymakers and stakeholders in economic development, the results emphasize the role of retail innovation and service enhancement as key factors in strengthening SME competitiveness and sustainability, which in turn contributes to local and regional economic resilience.

Future research may expand upon this study by incorporating additional variables such as pricing strategies, brand image, or digital customer engagement, which were not included in this model but may also influence satisfaction. Comparative studies across different sectors or regions could also be conducted to examine whether the findings are generalizable beyond the furniture retail industry. By doing so, future studies will be able to refine theoretical models and provide broader insights into customer satisfaction dynamics in emerging economies.

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