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Research Article

The Influence of Grocery Branding and Excellent Service on the Success of UD Aulia Gunung Raya Grocery Store, Bilah Barat District, Labuhanbatu Regency

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Abstract: The aim of this research is to determine whether or not basic food branding and excellent service have a significant influence on the success of the UD Aulia Gunung Raya basic food shop, Barbar Barat subdistrict, Labuhanbatu regency. The research uses quantitative methods and an associative causality approach. The data collection technique used is through observation and interviews. The sample in this research was 88 respondents or consumers. The sampling technique is simple random sampling. The data analysis technique uses statistical techniques/SPSS by carrying out validity and reliability tests then for questionnaires and multiple linear regression analysis with T Test and F Test to prove the hypothesis. The research results show that there is a close and significant influence of basic food branding on store success, there is a close and significant influence of excellent service on store success. The influence of basic food branding and excellent service is 97.6% and the remaining 2.3% is influenced by other factors and variables.

Keywords: Excellent Service, Grocery branding, Store success.

1. INTRODUCTION

In the retail business world, especially in the basic food sector, branding and excellent service play an important role in building customer trust and increasing business competitiveness. Strong branding can create a business identity that is easily recognized and remembered by consumers, while excellent service is the main factor in maintaining customer loyalty. UD. Aulia, located in Gunung Raya, Bilah Barat District, Labuhanbatu Regency, is one of the basic food stores that strives to continue to grow and compete in an increasingly competitive market. However, to achieve greater success, this store needs to pay attention to branding aspects and improve service quality in order to attract more customers.

In practice, branding at UD. Aulia is still not fully optimal. The first problem faced is the lack of an effective branding strategy, so this store does not yet have a strong characteristic compared to other competitors. Many customers still choose to shop at other stores that have a clearer and more widely known business identity. Weak branding can hinder business growth, because consumers tend to choose places that give a professional and trustworthy impression. Therefore, more effort is needed in building the store's image in order to increase its appeal to customers.

In addition to branding, the second problem faced is the quality of service that still needs to be improved. Although UD. Aulia has provided quite good service, there are still several aspects that are obstacles, such as the speed of service and friendliness in serving customers. Several customers complained about the long time needed in the transaction process and the lack of friendly interaction from employees. In fact, excellent service is one of the main factors that makes customers feel comfortable and want to shop again. If the service is not improved, this grocery store could lose its loyal customers.

In addition, the third problem is the lack of a clear analysis of the extent to which branding and excellent service contribute to the success of UD. Aulia. The shop owner does

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not yet have concrete data or strategies to measure the impact of these two factors on increasing sales and customer loyalty. Without a clear understanding of the influence of branding and excellent service, the shop will have difficulty in designing the right strategy for developing its business in the future. Therefore, further research is needed to determine the relationship between branding, excellent service, and business success.

Based on the background that the researcher has described, the researcher is interested in conducting research with the title "The influence of basic food branding and excellent service on the success of the basic food store UD. Aulia Gunung Raya, Bilah Barat District, Labuhan Batu Regency".

Research Objectives

The objectives of this study are to determine:

1. To determine the effect of basic food branding on the success of the basic food store UD. Aulia Gunung Raya, West Bilah District, Labuhanbatu Regency.
2. To determine the effect of excellent service on the success of the basic food store UD. Aulia Gunung Raya, West Bilah District, Labuhanbatu Regency.
3. To determine the effect of basic food branding and excellent service on the success of the basic food store UD. Aulia Gunung Raya, West Bilah District, Labuhanbatu Regency.

2. LITERATURE REVIEW

Grocery Branding

According to (Krisnawati, 2021) Branding is a name, term, sign, symbol or design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors. So it can be concluded that the UD. Aulia Gunung Raya shop, West Bila District, Labuhan Batu Regency provides innovation in groceries. Indicators of grocery branding are Brand Awareness, Brand Image, Brand Equity, Brand Differentiation.

Excellent Service

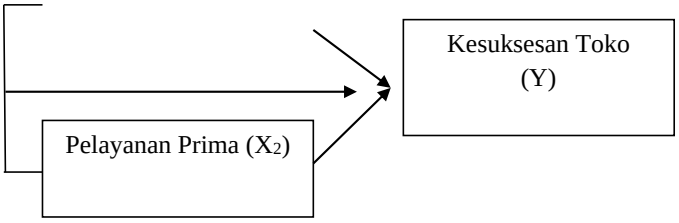
According to (Nur, 2017) Excellent service is a pattern of the best service in modern management that prioritizes concern for customers. Excellent service in the business world is also known as excellent service. indicators of excellent service according to (Silvia, 2018) are Ability, Attitude, Appearance, Attention, Action, Responsibility.

Store Success

Haeruddin Saleh (2018:400) business success is generally determined by the level of innovation, proactivity and taking risks with good planning. This means that a business carried out by a group or organization in a region is very much determined by good planning and strategy, while in research (Santy, 2018) the definition of business success is a state where a business experiences an increase from previous results. (Santy, 2018) which states that business success is essentially the success of a business in achieving its goals. Indicators of success are Profitability, Productivity, Competence and business ethics, Competitiveness, Building a good image.

Research Model

This study describes the relationship between independent variables, namely Grocery Branding and Excellent Service, with dependent variables, namely Store Success



Gambar 1

Picture 1

Research Model of Grocery Branding and Excellent Service on Store Success

Hypothesis

The relationship between variables in this study has the following hypotheses:

1. It is suspected that there is an influence of Grocery Branding on Store Success at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.
2. It is suspected that there is an influence of Excellent Service on Store Success at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.
3. It is suspected that there is an influence of Grocery Branding Excellent Service on Store Success at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.

3 METHOD

Types and Sources of Data

This research is a quantitative method and through an associative causality approach. Quantitative methods are data in the form of numbers. According to (Hasan, 2017) causal associative research is research that aims to analyze the relationship between one variable and another or how a variable (X) affects another variable (Y).

Population, Sample Size and Sampling Technique

The population in this study were Customers at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency, as many as 750 people, and the sample was 88 Respondents, the technique used was using a random sampling technique using the slovin formula with a significance of 1 percent.

Data Collection Technique

The data collection technique used was through observation and interviews, where the interview was by conducting questions and answers with Customers at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency and distributing questionnaires to customers at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency using a Likert scale in the form of a checklist and also having the following value weights:

Table 1. Skala Likert

Keterangan
Sangat setuju (SS)
Setuju (S)
Kurang setuju (KS)
Tidak setuju (TS)
Sangat tidak setuju (STS)

Furthermore, the questionnaire that was compiled was tested for its feasibility through validity and reliability testing using SPSS 22.0.

Data Analysis Technique

In analyzing the data, this study used statistical techniques in testing the validity and reliability of the questionnaire, then multiple linear regression analysis by conducting the T test and F test to prove the hypothesis. Multiple linear regression analysis is an analysis that is carried out to determine the independent variables that are more than one against the dependent variable. In testing the multiple linear regression model, it must first go through the classical assumption test, where the classical assumption is tested by conducting normality, multicollinearity and heteroscedasticity tests, namely as follows:

Normality Test

Data The data normality test aims to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

Multicollinearity Test

Used to test whether there is a strong/high correlation between independent variables in the regression. If there is a correlation between independent variables, then multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance <0.10 is the same as VIF> 10.

Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, so it is called homoscedasticity, otherwise if the variance is different, it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values.

Multiple Linear Regression Analysis

This analysis is conducted to determine how much influence the Branding of basic necessities (X1) and excellent service (X2) have on the success of the store (Y), where the multiple linear equations are as follows:

$$Y = a + b1x1 + b2x2$$

Hypothesis Testing

Partial Significance Test (T-Test)

The t-statistical test is conducted to test whether the independent variables (X) individually have a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

H0 is accepted if ttable> tcount: meaning that there is no significant influence of the independent variables partially on the dependent variable.

Ha is accepted if tcount> ttable: meaning that there is a significant influence of the independent variables partially on the dependent variable.

Simultaneous Significance Test (F-Test)

Static Testing The F-test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

Accept H0 (reject Ha) if Fcount <Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.

Reject H0 (accept Ha) if Fcount > Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.

Determinant Coefficient

Testing the coefficient of determination (R2) will show the magnitude of the contribution of the independent variable to the dependent variable.

4. RESULTS AND DISCUSSION

Validity and Reliability Test Results

The Validity and Reliability Test Results can be seen as follows:

Table 2 Results of Validity and Reliability Tests

Variabel	Pernyataan	Corrected Validitas Corrected Item (R Hitung)	Rtabel 1%(86)	Keterangan	Cronbach's Alpha > 60	Status
	X1.1	0,266	0,176	Valid		
	X1.2	0,677	0,176	Valid		
	X1.3	0,662	0,176	Valid	0,730	Reliabel
	X1.4	0,576	0,176	Valid		
	X1.5	0,553	0,176	Valid		

Branding Sembako (X1)	X1.6	0,344	0,176	Valid		
	X1.7	0,625	0,176	Valid		
	X1.8	0,547	0,176	Valid		
	X1.9	0,441	0,176	Valid		
	X1.10	0,667	0,176	Valid		
Pelayanan Prima (X2)	X2.1	0,661	0,176	Valid	0,781	Reliabel
	X2.2	0,571	0,176	Valid		
	X2.3	0,651	0,176	Valid		
	X2.4	0,638	0,176	Valid		
	X2.5	0,641	0,176	Valid		
	X2.6	0,300	0,176	Valid		
	X2.7	0,560	0,176	Valid		
	X2.8	0,580	0,176	Valid		
	X2.9	0,661	0,176	Valid		
	X2.10	0,501	0,176	Valid		
Kesuksesan Toko (Y)	Y.1	0,282	0,176	Valid	0,723	Reliabel
	Y.2	0,625	0,176	Valid		
	Y.3	0,653	0,176	Valid		
	Y.4	0,618	0,176	Valid		
	Y.5	0,618	0,176	Valid		
	Y.6	0,319	0,176	Valid		
	Y.7	0,607	0,176	Valid		
	Y.8	0,548	0,176	Valid		
	Y.9	0,444	0,176	Valid		
	Y.10	0,565	0,176	Valid		

Table 2 shows that for each statement has Rcount > Rtable then it can be concluded that all statements are valid. And the next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

Classical Assumption Test Results

Normality Test

The Normality Test is carried out in this case to test the dependent and independent variables have a normal distribution or not, here we explain how the normality test:

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		**88**
Normal Parameters[a,b]	**Mean**	**40.5454545**
	Std. Deviation	**4.07920320**
Most Extreme Differences	**Absolute**	**.080**

	Positive	.049
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

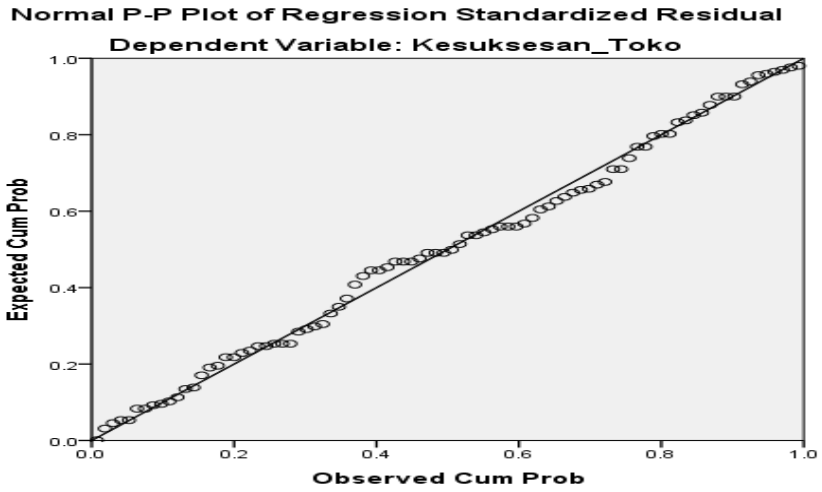
b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Data diolah di SPSS 22.0

Table 3 shows that the asymp.sig value (0.200) is greater than the alpha value (0.05), so this normality test is stated to be normally distributed.



Picture 2

Data diolah di SPSS 22.0

The picture above the points follow the diagonal line, because they follow or do not spread. This shows that this test is distributed normally.

Multicollinearity Test

Table 4. Multicollinearity Test Results

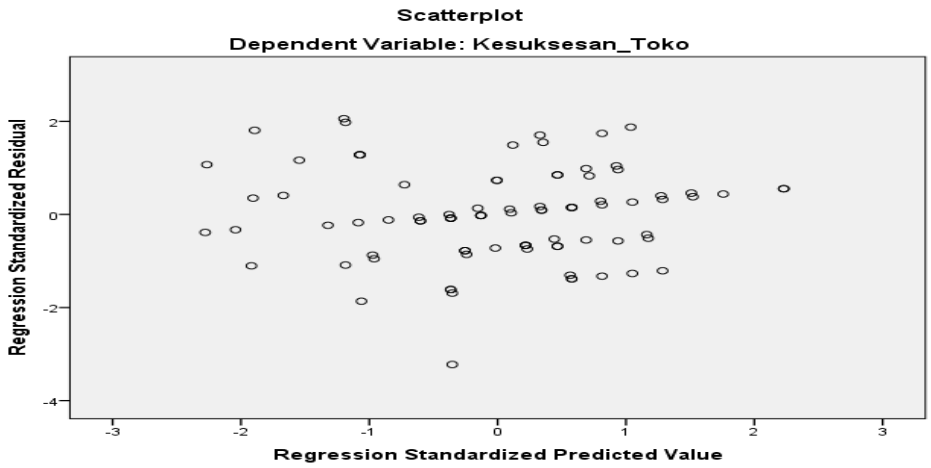
Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Branding_sembako	.100	9.961
	Pelayanan_Prima	.100	9.961

a. Dependent Variable: Kesuksesan_Toko

Table 4 shows the tolerance value of x1 and x2 (0.100) which is greater than 0.1 and the VIF value of x1 and x2 (9.961) is less than 10. So the test is said to have no multicollinearity.

Heteroscedasticity Test



Picture 3

Data diolah di SPSS 22.0

From the image above, the researcher sees that the points are spread above and below the point x 0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity. Results of Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Calculations and T Tests

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.517	.698		2.173	.033
	Branding_sembako	.456	.054	.455	8.521	.000
	Pelayanan_Prima	.507	.050	.545	10.207	.000

a. Dependent Variable: Kesuksesan_Toko

Datax processedx inx SPSSx 22.0

From the table above, the following values are obtained:

a (constanta) : 1,517

b1x1 : 0.456

b2x2 : 0,507

then the multiple linear regression equation for serving speed and menu diversity is:

$$Y = a + b1x1 + b2x2$$

$$Y = 1{,}517+0.456+0{,}507$$

From the equation above, it can be seen that the serving speed variable (X1) has a positive b coefficient and the menu diversity variable (X2) has a positive b coefficient.

T Test (Partial)

Hypothesis testing individually with the t test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t test can be seen in table 5 above, so it can be concluded:

1. Based on the basic food branding variable t count 8.521, then from t count 8.521> t table of (2.633). If t count> t table then H0 is rejected, meaning that there is a close influence between the basic food branding variable and the success of the store (Y) UD. Aulia Gunung Raya Bilah Barat Labuhanbatu Regency.
2. Based on the excellent service variable, it has a t count of (10.207), therefore t count (10.207) > t table of (2.633), if t count > t table then H0 is rejected, meaning that there is an influence between the excellent service variable and the success of the store (Y) at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.

F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1447.671	2	723.836	1702.106	.000[b]
	Residual	36.147	85	.425		
	Total	1483.818	87			

a. Dependent Variable: Kesuksesan_Toko

b. Predictors: (Constant), Pelayanan_Prima, Branding_sembako

Data processed in SPSS 22.0

Based on the table, it can be seen that Fcount = 1702.106, Ftable = 3.10 with a significance of 0.000, then obtained sig count (0.000) < sig table (0.05), then H0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence the success of the UD. Aulia Gunung Raya Bilah Barat store, Labuhanbatu Regency.

Determinant Coefficient

Table 7. Determinant Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988[a]	.976	.975	.65212

a. Predictors: (Constant), Pelayanan_Prima, Branding_sembako

b. Dependent Variable: Kesuksesan_Toko

Data processed in SPSS 22.0

The test result of R Square value is 0.976 or 97.6% thus the influence of basic food branding and excellent service on the success of the store is 97.6% and the remaining 2.3% is influenced by other factors and variables.

5. COMPARISON

1. Based on the basic food branding variable, tcount is 8.521, then from tcount 8.521> ttable of (2.633). If tcountx> ttable then H0 is rejected, meaning that there is a close

influence between the basic food branding variable and the success of the store (Y) at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.

2. Based on the excellent service variable, it has a tcount of (10.207), therefore tcount (10.207)> ttable of (2.633), if tcount> ttable then H0 is rejected, meaning that there is an influence between the excellent service variable and the success of the store (Y) at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.
3. The results of the R Square value test are x 0.976 or 97.6%, thus the influence of basic food branding and excellent service on the success of the UD store. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency, namely 97.6% and the remaining 2.3% is influenced by other factors and variables.

6. CONCLUSION

Conclusion

1. There is an influence between the variable of basic food branding on the success of the store (Y) at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.
2. There is an influence between the variable of excellent service on the success of the store (Y) at UD. Aulia Gunung Raya Bilah Barat, Labuhanbatu Regency.
3. The influence of basic food branding and excellent service is 97.6% and the rest is x 2.3% influenced by other factors and variables.

Suggestion

1. Grocery stores need to strengthen their brand identity through attractive logo designs, quality product packaging, and more effective promotions, both online and offline.
2. Customer service must continue to be improved by providing staff with training on communication skills, complaint resolution, and product knowledge.
3. In the digital era, grocery stores can use social media and e-commerce platforms to expand their market reach.

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