Sharia Modern Retail Development: Analysis of Customer Attraction and Satisfaction at Sunan Drajat Department Stores

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Abstract

The growth of the modern sharia retail industry requires a deep understanding of customer attraction and satisfaction factors. This study aims to analyze the correlation between attractiveness, especially price, and consumer satisfaction at Sunan Drajat Department Store, as a representative of the development of modern sharia retail. By using multiple regression analysis methods, this research found that the attractiveness of the Sunan Drajat Department Store significantly influences customer satisfaction. Price, as the main indicator of attractiveness, has a dominant influence, reflected in the high beta value in the multiple regression test results. As much as 85.9% of the variation in customer satisfaction can be evaluated by attractiveness factors, while the other 14.1% is impacted by supplementary factors not included in this research. The managerial implications of these findings highlight the importance of strategic management of attractiveness, especially in managing price aspects, to increase "consumer satisfaction". These findings can be a valuable guide for modern sharia retail managers in optimizing marketing strategies and improving service quality, with the hope of increasing customer loyalty and business performance.

Keywords: Sharia Modern Retail, Customer Attraction, Customer Satisfaction, Price, Multiple Regression.

1. Introduction

Nowadays, the rapid development of the business world means business figures are competing to be the most responsive to meeting market needs. Both service and non-service companies are trying to create new innovations in their business. All efforts made by service and non-service companies are nothing but to fulfill consumer satisfaction.

This phenomenon makes competition in the business world increasingly fierce, one of which is in the retail business. Direct sales of products and services to consumers are the focus of the

retail industry (Chaniago et al., 2019). In recent years, Indonesia's retail industry has grown at a swift pace (Rohimah, 2019). This is supported by very open market opportunities. The retail business makes it easier to distribute goods more efficiently amidst the complex needs of society. The increasing rate of retail business in Indonesia is also supported by the consumptive behavior of people with high purchasing power coupled with the increase in population every year (Hidayat, 2022). The retail business absorbs a large number of workers and has succeeded in contributing to an increase in Gross Domestic Product (GDP) (Sugiarto et al., 2021).

Retail businesses that were initially managed traditionally are now being managed in a modern way. What is different is that traditional retail is managed by small traders or small shops with a small amount of capital and simple facilities (Mardhiyah & Safrin, 2021). Meanwhile, modern retail businesses are managed by traders with large capacities who have complete and modern facilities (Birbirenko, 2020). Modern retail businesses use the self-service concept. Consumers choose and take the products they buy themselves. Changes in shopping patterns of middle to upper class communities also have an impact on the rise of modern retail outlets in each region (Mulyaningrum et al., 2018). Shopping centers are not only a means of fulfilling people's needs, but also a place to walk and entertain themselves (Krasyuk et al., 2020).

In the midst of the hustle and bustle of the competitive world of modern retail business, the idea of sharia-based modern retail emerged. Modern sharia retail is intended to meet the requirements of Muslim communities (Monoarfa et al., 2021). Apart from that, its management relies on sharia boundaries and regulations. Even though the slogan, for example, does not explicitly contain elements of the word sharia. However, business processes implicitly contain elements of sharia. This sharia retail business is a form of Islam that is rahmatan lil 'alamin (Usman et al., 2021).

Discussing modern sharia retail, recently the Sunan Drajat Islamic Boarding School has inaugurated the Sunan Drajat Department Store to consider the requirements of the community and students around the "Islamic boarding school". Sunan Drajat Department Store is one of several economic units at the "Sunan Drajat Lamongan Islamic Boarding School". The presence of the Sunan Drajat Department Store is expected to increase the level of economic independence of the "Islamic boarding school" itself (Amalin, 2019). The profits allocated for "Islamic boarding school" development will accelerate the pace of "Islamic boarding school" development and support "Islamic boarding school" facilities to be even better. Apart from that, Sunan Drajat Department Store also absorbs workers from the surrounding environment. This will help improve the community's economy. Sunan Drajat Department Store also sells "Islamic boarding school" products which are members of the KSBP ("Islamic Boarding School Business Sarekat Cooperative"). This means that the Sunan Drajat Department Store is also a forum for accommodating and introducing the superior products of KSBP member Islamic boarding schools to the wider community (Sudjarwo, n.d.).

Each retail outlet has its own strategy for marketing their products. Modern retail is synonymous with a comfortable store atmosphere, attractive interior design, competitive prices, comfort and cleanliness, as well as pampering consumers through self service (Simanjuntak et al., 2020). Behind these same characteristics, every modern retail must have its own uniqueness and charm

in order to be superior to its competitors. Increasingly strong retail business competition requires these business players to prepare consistent and dynamic marketing strategies and management (Putri, 2021). For this reason, Sunan Drajat Department Store continues to innovate to create new marketing strategies through all its facilities and services in order to prioritize customer satisfaction. Sunan Drajat Department Store strives to continue to evaluate and improve the quality of service and highlight its own charm to attract consumers.

An important determinant of success is consumer satisfaction of a business. Through customer satisfaction, a company will be able to increase its profitability and potentially expand its market share (Siyal et al., 2021). Consumer satisfaction is measured by how well a goods or services meets the requirements or desires of the consumer. If consumers feel satisfaction with a service or goods, it means that their expectations as well as needs are being met well (Famiyeh et al., 2018). Customer satisfaction can be seen by comparing customer expectations with good and service performance (Nguyen et al., 2020). A good or service will be more satisfied if its performance meets or even beyond the expectations of the consumer. However, if output falls short of objectives, it will give rise to customer dissatisfaction or disappointment with the product or service.

2. Literature Research

1.   Sharia-Based Modern Retail

Modern retail is retail whose service system takes the form of self-service where consumers serve themselves by selecting and taking the goods they need on the available display shelves (Papaluca et al., 2020). Modern retail is known by the general public as a supermarket. Modern retail is a form of implementation of changes in consumer behavior who want convenience, speed, practicality and comfortable facilities (Saengsikhiao et al., 2020). The retail business itself in Indonesia began to exist in the 1960s. The following are the stages of the evolution of retail industry growth (Malagueño et al., 2019):

a.   The era before 1960 saw the development of traditionally managed retail consisting of retail traders with small kiosks in markets or on the side of the road.

b.   In the 1960s, retail which was initially managed traditionally began to switch to being managed in a modern way in the form of department stores. The first modern retail outlet to appear was Sarinah in Jakarta.

c.   In 1970-1980, modern retail emerged in the form of collaboration between supermarkets and department stores. Marked by the opening of the sun and the Ramayana.

d.   In the 1990s, modern retail based on convenient stores emerged. This year is the beginning of the emergence of minimarkets,Indomaret, and Alfamart.

e.   In 2000-2010, hypermarkets and e-retailing or goods transactions via the internet emerged. Marked by emergency carrefour and lippo shop.

Classification of modern retail or supermarkets based on scale (Triyawan, 2018):

a.   Mini Market. The land area is less than 400 m2 and sells daily necessities, food and household necessities.

b.   The supermarket has a land area of around 400 – 5000 m2 and sells daily necessities, food and household necessities.

c.   The hypermarket has a land area of more than 5000 m2 and sells household necessities, food, fashion, textiles and furniture.

d.   Department stores or department stores (convenience stores) are modern retailers that offer a wider variety of products compared to hypermarkets, supermarkets and minimarkets. Available in department stores starting from raw materials to fast food. The many types of goods in department stores have the potential to have high sales value and profits.

The principles of sharia economics are rahmatan night alamin with the aim of improving the welfare of every element of society fairly and equally. Sharia economics does not oppress or exploit each other. This principle is very likely to be applied in the sharia retail business whose orientation is not only on world profits but also the afterlife. The sharia retail business applies the following muamalah principles (Hasfi, 2018):

a.   Divinity/rabbaniyyah which means that all efforts and work are intended by Lillahi Taala so that it will prevent fraudulent acts at work.

b.   Based on ethics/akhlaqiyah as exemplified by the Apostle, in trading you must not deceive or harm other people for personal gain.

c.   As is/ al waqiyyah means not covering defects in goods.

d.   Humanity/al insaniyah means deepWork must prioritize ease between the parties to the transaction and not damage the order of life of the community.

Sunan Drajat department store as a sharia-based modern retail implements the muamalah principles above. The slogan of Sunan Drajat Department Store is working while doing charity, which means profit orientation not only in this world but also in the afterlife (Febrinastri, 2022). Sunan Drajat Department Store was built as a means of meeting the needs of students and the surrounding community. It is hoped that the presence of the Sunan Drajat Department Store will increase the level of economic independence of the "Islamic boarding school" itself. The profits allocated for "Islamic boarding school" development will accelerate the pace of "Islamic boarding school" development and support "Islamic boarding school" facilities to be even better (Yudha, 2022).

Sunan Drajat Department Store was inaugurated on April 18 2022. The address is JL. Raya Banjarwati-Sukodadi, Paciran Lamongan is precisely to the east of Sunan Drajat's grave (editorial, 2022). Sunan Drajat Department Store has 3 floors. The 1st floor contains all kinds of daily necessities ranging from food ingredients to toiletries. There are also several Islamic boarding school entrepreneurial products. The 2nd floor contains baby equipment, household

necessities and ATK (office stationery). On the 3rd floor there is Ahwarumi Fashion which provides all the fashion needs for men, women, children and adults. Ahwarumi Fashion is the icon of Sunan Drajat Department Store and is the official branding of Sunan Drajat Department Store. Recently, on July 25 2022, Sunan Drajat Department Store has inaugurated an elevator where this elevator will become a supporting facility for customers(lamongan post, 2022). The Sunan Drajat department store is the result of collaboration between KSBP (Islamic Boarding School Business Sarekat Cooperative), Bank Indonesia, and the ministry of cooperatives through the LPDB (Revolving Fund Management Institute). LPDB acts as a financial financing assistant. In the future, Sunan Drajat Department Store is expected to become a showcase to accommodate and introduce Islamic boarding school products to the wider community. Apart from that, it is also a business incubator for MSME products throughout the Lamongan area (Surabayapagi, 2022).

KSBP Sunan Drajat is a form of implementation of Islamic boarding school-based modern retail. KSBP is a business cooperative whose members are 17 Islamic boarding schools throughout East Java and collaborate with each other. The 17 KSBP member Islamic boarding schools each have their own superior products. Later, each product will be accommodated in the Distribution Center (DC) established by BI. DC functions as a means to accelerate the rate of distribution of superior products from KSBP members to the regions. With DC, the distribution process will be more efficient and effective.

2.   Attractiveness

According to the KBBI, attractiveness is the ability of an object or object to attract the attention of a subject or person. Attraction is the ability to attract consumers' attention to a place or object, thereby generating confidence and interest in consumers (Nugroho et al., 2018). Efforts to attract consumers can be made in the following ways (Bhatt et al., 2018):

a.   Advantages compared to competitors. Products that have advantages and high competitiveness compared to other products competitors will tend to attract consumer interest because it is seen as having its own charm

b.   Market analysis. Market analysis is needed so that companies can read consumer desires and consumer purchasing power. Market analysis will be useful for companies to help make decisions about determining products that are attractive to consumers.

c.   The right marketing mix strategy to attract new consumers. In determining the marketing mix strategy, the company must pay attention to the following things:

1)   Determine products that have their own uniqueness

2)   Determine the price competitive according to consumer capabilities

3)   Determine creative and interesting promotions

4)   Establish a distribution network that can be reached by consumers

Sunan Drajat Department Store carries out a differentiation strategy to attract consumers. This differentiation will become a unique characteristic of the department store and differentiate it from competitors so that through this difference consumers will provide higher value. The following are the points of attraction of Sunan Drajat Department Store:

a.   Service

b.   Facility

c.   Design interior

d.   Price

e.   Promotion

f.   Product completeness

3.   Customer satisfaction

A person's sense of pleasure that results from contrasting their expectations with the actual experience of a certain thing is known as satisfaction. Customer satisfaction means the customer's happy feelings after using a service that is able to exceed their expectations for the service. The opposite of customer satisfaction is disappointment, which means that the customer's expectations for a service are not met as perceived (Geebren et al., 2021).

A company must be able to read what consumers want, remembering that consumer desires are always changing, the company must be able to understand them. Companies that are able to survive and continue to fulfill the desires of their consumers will have great potential to be superior to their competitors (Kim et al., 2021). This method is more effective in retaining consumers to become regular customers.

Services that are able to provide satisfaction to consumers will make consumers tend to repurchase the service or product. These consumers are called customers. Companies that succeed in consistently providing satisfaction to their customers are companies that are able to identify and focus to their consumers' desires. Indicators of consumer satisfaction are as follows (Arnould & Price, 1993):

a.   Make a repeat purchase

b.   Recommend to others and comment favorably

c.   Don't care about other products

d.   Purchase another product variant from the same company

e.   Provide product ideas to companies

In an effort to continue paying attention to consumer desires, companies should do the following things so that the stability of the resulting performance can consistently satisfy customers:

a.   Listen and receive all complaints and suggestions from customers by providing a suggestion box

b.   Conduct consumer satisfaction surveys by giving questionnaires or questions to consumers about their feelings about the company's performance. This survey is very useful as material for evaluating company services.

c.   Ghost shopping. ask someone for help shopping and then report the findings regarding the enterprise's advantages and disadvantages products compared to other products competitors. Apart from that, this ghost shopper will observe the method of dealing with companies and competitors on consumer complaints and wishes.

3. Method Study

Quantitative research employing multiple regression analysis techniques comes after this study. Finding the link between two or more "independent variables" (X) and one "dependent variable" (Y) is the goal of the analysis of multiple regression. variable X consists of service (X1), facilities (X2), design (X3), price (X4), promotion (X5), and product completeness (X6). Meanwhile, the "dependent variable" is "customer satisfaction" (Y). The data source for this research is a questionnaire questionnaire which was distributed to Sunan Drajat Department Store customers. Data calculation helped with the SPSS application. The sample numbered 253 who were customers of Sunan Drajat Department Store. The sampling technique used is convenience sampling where there are no specific criteria to become respondents, but customers who are met at that time.

Research Hypothesis

1.   Ha: The attractiveness of Sunan Drajat Department Store affects customer satisfaction

2.   H0 : The attractiveness of the Sunan Drajat Department Store does not affect customer satisfaction

4. Result

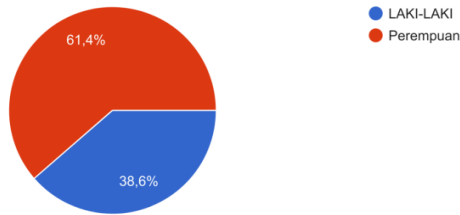Respondent Description

1.   Gender

Figure 1. Description of respondents based on gender

Source: data processed 2022

As represented in the above figure, the majority of respondents who are customers of the Sunan Drajat Department Store are female with a participation of 61.4% or 155 participants. Meanwhile, the number of male respondents was 38<6% or 98 respondents.
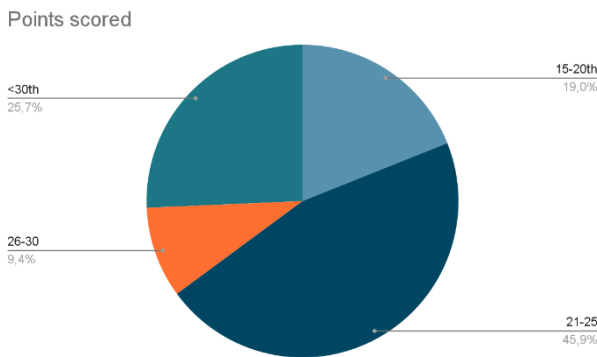
2.   Age

Figure 2. Description of respondents based on age

Considering the Figure 2, it can be identified that the maximum of Sunan Drajat department store customers are respondents aged 21-25 years, namely 45.8%.

3.   Validity test

Table 1. Validity Test Results

No	Variable	Item	r Table	r Count	Information
1	Service (X1)	Q1	0,125	0,476	VALID
		Q2	0,125	0,471	VALID
		Q3	0,125	0,507	VALID
		Q4	0,125	0,479	VALID
		Q5	0,125	0,564	VALID
		Q6	0,125	0,446	VALID
		Q7	0,125	0,533	VALID
2	Design (X2)	Q8	0,125	0,414	VALID

		Q9	0,125	0,695	VALID
		Q10	0,125	0,481	VALID
		Q11	0,125	0,383	VALID
		Q12	0,125	0,412	VALID
3	Facilities (X3)	Q13	0,125	0,520	VALID
		Q14	0,125	0,450	VALID
		Q15	0,125	0,625	VALID
		Q16	0,125	0,569	VALID
4	Promotions (X4)	Q17	0,125	0,498	VALID
		Q18	0,125	0,569	VALID
		Q20	0,125	0,384	VALID
5	Price (X5)	Q19	0,125	0,432	VALID
		Q21	0,125	0,586	VALID
		Q22	0,125	0,705	VALID
		Q23	0,125	0,686	VALID
6	Product Completeness (X6)	Q24	0,125	0,705	VALID
		Q25	0,125	0,671	VALID
		Q26	0,125	0,691	VALID
		Q27	0,125	1,000	VALID
		Q28	0,125	0,383	VALID
		Q29	0,125	0,412	VALID
		Q30	0,125	0,520	VALID
7	Customer Satisfaction (Y)	Q31	0,125	0,432	VALID
		Q32	0,125	0,586	VALID
		Q33	0,125	0,671	VALID
		Q34	0,125	0,691	VALID

In order to determine whether a statement item or question is genuine, a validity test is utilized. The determined r value and the r table are compared as the foundation for decision-making processes. While r count is more than or equal to r table, it is deemed legitimate; when r count is less than or equal to "r table", it is deemed invalid. According to the preceding table, the r table is 0.125 at a significance level of 5% (0.05) using the two-sided test procedure df= N-2, specifically df= 253-2= 251. The questionnaire is legitimate since the estimated r value of all 34 assertions is greater than the value in the r table of 0.125. Assertion items 11 and 28 have the lowest computed r value, which is 0.383. In the meantime, statement item number 27 has the greatest computed r value, which is 1,000.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Service (X1)	0,922	RELIABLE
Design (X2)	0,565	RELIABLE
Facilities (X3)	0,891	RELIABLE
Promotions (X4)	0,733	RELIABLE
Price (X5)	1,000	RELIABLE
Product Completeness (X6)	0,933	RELIABLE
Customer Satisfaction (Y)	0,913	RELIABLE

Tests of reliability are employed to gauge the degree of consistency or uniformity of a questionnaire as a measuring tool after being carried out repeatedly on subjects under the same conditions. The basis for decision making is by looking at Cronbach's alpha value. If the

Cronbach's alpha value is > 0.06 then it is declared reliable. The following is the interpretation of the alpha coefficient value:

Table 3. Interpretation of Alpha Coefficient

MarkCronbach's Alpha	Reliability Level
0,00-0,20	Less Reliable
>0,20-0,40	Somewhat Reliable
>0,40-0,60	Fairly Reliable
>0,60-0,80	Reliable
>0,80-1,00	Very Reliable

According to the findings from the measurement represents in the above table regarding reliability, variables X1, X3, X4, X5, X6, Meanwhile, for variable X2, the "Cronbach's alpha" value is 0.565, which means <0.06. When compared with the alpha coefficient value, it can be considered that the instrument in the design variable (X2) is stated to be quite reliable.

1. Normality test (Kolmogorov Smirnov)

Table 4. Normality Test Results

One-Sampel Kolmogorov-Sirnov Test

		Unstandadized Residual
N	Mean	252
Normal Parameters [a]		.0000000
	Std. Deviation	144.144.384
Most Extreme	Absolute	.10
Difference	Positive	.165
	Negative	-144
Kolmogorov-Sminov Z		2.614
Asymp. Sig. (2-tailed)		.430

The purpose of the normality test is to determine whether or not the residual values follow a normal distribution. A regression model with regularly distributed residual values is considered satisfactory. The comparison of the significance score and residual value serves as the foundation for decision-making. The data is considered regularly distributed if the residual value is greater than 0.05. On the other hand, the data is not normally distributed if the residual value is less than 0.05. The amount that remains is shown in the value Asymp. Sig. (2-tailed) with number 0.430, which indicates > 0.05, according to the normality test results column above. Thus, it is determined that the data is regularly scattered.

2. Test Multicollinearity

Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service	.270	3.708
	Design	.216	4.633
	Facility	.224	4.462
	Promotion	.287	3.485
	Price	.500	1.998
	product_completeness	.162	6.168

a. Dependent Variable: customer satisfaction

Finding out if the residual values have a normal distribution is the aim of the normality test. Regression models with residual values that are consistently distributed are deemed adequate. The basis for decision-making is the comparison of the residual value and significance score. A residual value larger than 0.05 indicates that the data is consistently distributed. However, if the residual value is smaller than 0.05, the data is not normally distributed. According to the normality test results column above, the remaining quantity is displayed in the value Asymp. Sig. (2-tailed) with number 0.430, which shows > 0.05. The data is found to be routinely distributed as a result.

3.   Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.925	.921		1.004	.316
	Service	.188	.049	.178	3.859	.087
	Design	.651	.174	.193	3.739	.009
	Facility	-.122	.057	-.108	-2.122	.035
	Promotion	.646	.107	.271	6.056	.061
	Price	1.017	.216	.160	4.703	.007
	product_completeness	.132	.023	.339	5.688	.043

a. Dependent Variable: customer satisfaction

The purpose of the test for heteroscedasticity is to ascertain if the residuals of one observation differ in variance from those of another in the regression model. Examining mark importance serves as the foundation for decision-making. There is zero heteroscedasticity if the sig value is greater than 0.05. However, heteroscedasticity arises if the sig value is less than 0.05. A decent

regression is predicated on the absence of heteroscedasticity issues. It is evident from the above table of results for the test for heteroscedasticity that there is no variability because the significance value of all variables X is 0.316 > 0.05.

4.   Multiple Linear Regression

Table 7. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Say.
		B	Std. Error	Beta		
1	(Constant)	.925	.921		1.004	.316
	service	.188	.049	.178	3.859	.000
	design	.651	.174	.193	3.739	.000
	facility	-.122	.057	-.108	-2.122	.035
	promotion	.646	.107	.271	6.056	.000
	price	1.017	.216	.160	4.703	.000
	product completeness	.132	.023	.339	5.688	.000

a. Dependent Variable: customer satisfaction

The "multiple linear regression analysis" is employed to examine the extent to which numerous independent variables impact one another. The Sunan Drajat Department Store's attractiveness is shown by the independent factors listed above. The following formula illustrates "multiple linear regression":

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + \beta 4 X4 + \beta 5 X5 + \beta 6 X6 + e \ldots\ldots$$

$$Y = 0.925 + 0.188 + 0.651 + 0.122 + 0.646 + 1.017 + 0.132 + e \ldots..$$

Explanation:

1.   The constant value α of 0.925 means that the consistency value of the customer satisfaction variable (Y) is 0.925.

2.   "Customer satisfaction" will rise by 0.188 for every 1% increase in service, according to the service variable regression coefficient (X1).

3.   Considering a design factor regression coefficient (X2) of 0.651, "client satisfaction" will rise by 0.651 for every 1% improvement in design.

4.   "Consumer satisfaction" will rise by 0.122 for every 1% increase in facilities, according to the regression coefficient for the facility variable (X3), which is 0.122.

5.   "Consumer satisfaction" will rise by 0.646 for every 1% increase in promotion, according to the regression coefficient for the promotion variable (X4), which is 0.646.

6.   Considering a "price variable regression coefficient" (X5) of 1.017, "customer satisfaction" will rise by 1.017 for every 1% increase in price.

7.　　　　"Customer satisfaction" will rise by 1.017 for every 1% increase in price, according to the "price variable regression coefficient" (X5) of 1.017.

7. T-test

Table 8. T-test results.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.925	.921		1.004	.316
	pelayanan	.188	.049	.178	3.859	.000
	Design	.651	.174	.193	3.739	.000
	Fasilitas	-.122	.057	-.108	-2.122	.000
	Promosi	.646	.107	.271	6.056	.000
	Harga	1.017	.216	.160	4.703	.000
	kelengkapan produk	.132	.023	.339	5.688	.000

The purpose of the t-test is to determine the partial (by itself) impact of each "independent variable" on the "dependent variable". Through contrasting the computed t value with the t table, the first of two fundamental judgements is made. There is a substantial impact of variable X on variable Y if t count > t table. Examine the importance value second. Variable X has a partial impact on variable Y if the significance value is less than 0.05. At 1.969, the t table at α 0.025 is obtained. It is evident from the data provided that the computed t value for every variable is greater than t table 1.969. In the meantime, the significance value is less than 0.05, indicating that variable X has a partial impact on variable Y.

8. F-test

Table 9. F-test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.925	.921		1.004	**.316**
	Pelayanan	.188	.049	.178	3.859	.087
	Design	.651	.174	.193	3.739	.009
	Fasilitas	-.122	.057	-.108	-2.122	.035
	Promosi	.646	.107	.271	6.056	.061
	Harga	1.017	.216	.160	4.703	.007
	kelengkapan_produk	.132	.023	.339	5.688	.043

In order to identify out if the independent and dependent variables are influencing each other at the same time, the f test is utilised. Decision-making is based on two factors. The first is the determined f value. There is a concurrent impact of variable X on variable Y if f count > f table. Examine the importance value second. There is a concurrent impact of variable X on variable Y if the significance value is less than 0.05. 2.134 is the calculated f table value. It is evident from the data provided that the computed f value for all variables X is more than 2.124. In the meantime, all variables have a significance value of 0.000 <0.05, indicating that X and Y are simultaneously influenced.

9. Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927^a	.859	.855	1.459

a. Predictors: (Constant), fittings product, price, promotion, service, facilities, design

 The coefficient of dependence seeks to determine, as a percentage, the degree to which variable X influences variable Y. The R Square value displays the coefficient of determination value. The attractiveness variable (X) has an 85.9% effect on the customer satisfaction variable (Y), according to the above table's R square value of 0.859. In the meanwhile, other factors affect the remaining 14.1%.

Discussion

The analysis conducted on the provided data focused at decipher the effect of various independent variables on consumer satisfaction at Sunan Drajat Department Store. The findings are derived from a "regression analysis", "t-test", "F-test", and examination of the "coefficient of determination" (R square).

1.   Individual Variable Impacts:

Examining the regression coefficients reveals the individual impact of each variable on customer satisfaction. Notably, a 1% increase in service, design, facilities, promotion, price, and product completeness corresponds to changes of 0.188, 0.651, 0.122, 0.646, 1.017, and 0.132, respectively, in customer satisfaction.

2.   T-Test Significance:

In order to assess the importance of individual variables, the t-test is utilised. At a significance level of 0.025, the computed t values for every variable are greater than the crucial t value of 1.969. Additionally, all significance values are below 0.05. This implies that each independent variable significantly influences customer satisfaction on its own.

3.   F-Test for Simultaneous Influence:

The F-test looks at each variable's combined impact at the same time. At a significance level of 0.05, all computed F values are greater than the crucial value of 2.134. Moreover, the significance values for all variables are below 0.05. This indicates a collective, significant impact of all variables on customer satisfaction.

4.   Coefficient of Determination (R Square):

The variables in the model account for around 85.9% of the variance in customer satisfaction, according to the R square value of 0.859. This high R square value indicating the model as an effective one in capturing the variability in customer satisfaction based on the specified factors.

5.   Hypothesis Testing:

The hypotheses tested (Ha and H0) pertain to the influence of the attractiveness of Sunan Drajat Department Store on consumer satisfaction. The results strongly support the alternative hypothesis (Ha), indicating that the attractiveness variable does indeed have a potential effect on consumer satisfaction.

In conclusion, the comprehensive statistical analysis provides robust evidence that the attractiveness of Sunan Drajat Department Store, alongside service, design, facilities, promotion, price, and product completeness, plays a substantial role in determining customer satisfaction. The model not only establishes the individual significance of each factor but also underscores their combined influence, as indicated by the high R square value. This analysis aids in understanding and enhancing the factors that contribute to overall customer satisfaction at the department store.

5. Conclusion

Several significant conclusions about the connection between customer happiness and the Sunan Drajat Department Store's attractiveness may be made based on the findings of the study and discussion that were conducted.1. Effect of Attractiveness on Customer Satisfaction:

There is a significant influence between the attractiveness of the Sunan Drajat Department Store and the level of customer satisfaction. This indicates that attractiveness factors, such as price, have an important role in shaping customers' positive perceptions of modern sharia retail services.

Price Dominance as a Main Indicator:

Price is proven to be the most dominant indicator of attractiveness in influencing customer satisfaction, as reflected in the high beta (β) value in the results of the multiple regression test. Availability of products at competitive prices can be an effective strategy in increasing customer satisfaction.

Contribution of Attractiveness to Variability in Customer Satisfaction:

The variability in customer satisfaction of 85.9% can be explained by the attractiveness factors that have been analyzed in this research. However, it should be remembered that there is still the remaining 14.1% which is influenced by other variables which are not included in the scope of this research. Therefore, additional factors may need to be explored to gain a more comprehensive understanding.

The results of this conclusion provide insight into modern sharia retail managers, especially Sunan Drajat Department Store, to better understand the importance of attractiveness management strategies, especially in the context of price, in order to increase customer satisfaction and support sustainable growth in the sharia modern retail industry.

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