

The Influence of Complaint Handling, Customer Experience, and Consumer Confidence on Consumer Satisfaction (Study on CV Sumber Tani Mandiri Agricultural Store)

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Article Info	ABSTRACT
Keyword: Complaint Handling, Customer Experience, Consumer Confidence, Customer Satisfaction.	This study aims to analyze the influence of complaint handling, customer experience, and consumer confidence on customer satisfaction at CV Sumber Tani Mandiri. A quantitative approach was applied using a survey method with 95 respondents selected through purposive sampling. The research variables include complaint handling (X1), customer experience (X2), consumer confidence (X3), and customer satisfaction (Y). Data were collected using questionnaires, observations, and interviews, then analyzed using multiple linear regression. The results indicate that complaint handling has a positive and significant effect on customer satisfaction ($t = 2.684$, $p = 0.009$), emphasizing the importance of a responsive complaint resolution process. Customer experience has the strongest influence ($t = 5.205$, $p = 0.000$), highlighting the role of positive consumer interactions in shaping satisfaction. Consumer confidence also significantly affects satisfaction ($t = 3.509$, $p = 0.001$), demonstrating the importance of trust in business relationships. Simultaneously, all three variables significantly contribute to customer satisfaction ($F = 77.255$, $p = 0.000$). These findings suggest that improving complaint handling, enhancing customer experience, and strengthening consumer confidence are crucial strategies for increasing customer satisfaction in the agricultural retail sector.

INTRODUCTION

The contemporary business landscape is experiencing rapid growth, driven by increasing societal prosperity, which in turn leads to higher material consumption. Numerous new industries have emerged, particularly in the retail sector, offering an increasingly diverse range of products. Intensified business competition necessitates that entrepreneurs continuously adapt to market changes to ensure sustainability and growth. In this context, innovation and effective marketing strategies serve as crucial factors in maintaining a business's relevance amidst dynamic market conditions.

Amidst fierce business competition, consumer satisfaction has become a key determinant of business sustainability. Consumers demand high product quality, competitive pricing, and excellent service. According to Fachru Rozi (2023), service quality is one of the primary factors influencing consumer satisfaction. Consumers tend to be satisfied when they receive services that align with their expectations. Therefore, businesses must strive to deliver positive consumer experiences to enhance customer loyalty and secure long-term profitability.

Furthermore, technological advancements have significantly shaped modern business trends. Digitalization has created new opportunities for entrepreneurs to expand their market reach and improve operational efficiency. The integration of social media, e-commerce, and artificial intelligence in customer data analysis enables businesses to better understand market demands and offer more personalized services. Consequently, companies that effectively adopt technology gain a competitive edge over their counterparts.

Business sustainability is not solely dependent on product and service innovation but also on corporate ethics and social responsibility. Modern consumers are increasingly concerned about environmental and social issues, making businesses that implement sustainable practices more trusted and valued by society. For instance, the use of eco-friendly materials, corporate social responsibility (CSR) programs, and transparency in operations serve as added value for a company's image. Thus, business success is not merely measured by profitability but also by its impact on society and the environment.

Several previous studies have examined factors influencing consumer satisfaction. Research by Khoirunnisa et al. (2024) found that complaint handling has a positive and significant impact on consumer satisfaction. Conversely, a study by Andayani & Anggraini (2023) revealed that complaint handling does not significantly affect consumer satisfaction. Meanwhile, Sasmita et al. (2022) concluded that customer experience positively influences consumer satisfaction, whereas Indah Handaruwati's (2021) research indicated that this factor does not have a significant effect.

This study focuses on the impact of complaint handling and customer experience on consumer satisfaction at CV Sumber Tani Mandiri. Unlike previous research, which predominantly examined the financial services and large-scale retail industries, this study offers a new perspective by analyzing the agricultural and farm product trade sectors.

Effective complaint handling is a critical aspect of building consumer trust and satisfaction. CV Sumber Tani Mandiri faces challenges in managing customer complaints, particularly concerning the quality of service provided. Ineffective complaint handling may prompt customers to switch to competitors offering superior services. Additionally, consumer experience in interacting with the company plays a vital role in determining their satisfaction levels.

RESEARCH METHODS

This study employs a quantitative approach using a survey method to analyze the influence of complaint handling and customer experience on consumer satisfaction at CV Sumber Tani Mandiri. The quantitative approach was chosen as it allows for an objective measurement of relationships between variables through numerical data that can be statistically analyzed (Sugiyono, 2021). Additionally, the survey method was utilized because it enables the collection of a large volume of data within a relatively short period while providing a general overview of consumer behavior patterns toward company services (Hair et al., 2020).

The population in this study consists of all customers of CV Sumber Tani Mandiri, with a sample of 95 respondents determined using purposive sampling. The sampling criteria include consumers who have conducted transactions more than once within the past six months. The study variables include consumer satisfaction (Y), measured by indicators such as loyalty, satisfaction level, and customer complaints. The complaint handling variable (X1) is assessed based on response speed, clarity of solutions, and satisfaction with problem resolution (Gilly & Gelb, 2021). The customer experience variable (X2) encompasses emotional and cognitive aspects as well as ease of service access (Klaus & Maklan, 2019). Data collection methods include questionnaires using a five-point Likert scale,

observations, and interviews. Data analysis techniques involve multiple linear regression analysis and descriptive percentage analysis.

Validity Test

The validity test in this study aims to measure the accuracy of each questionnaire item. The correlation technique used is Pearson's Product Moment, which correlates the score of each item with the total score of all items. In this study, the critical r-value (r-table) was determined based on the degrees of freedom ($df = 95 - 2 = 93$), with a significance level (α) of 0.05, yielding an r-table value of 0.202. A questionnaire item is considered valid if the calculated r-value exceeds the r-table value (0.202); otherwise, it is deemed invalid.

The validity test calculations were conducted using IBM SPSS software version 26 to ensure that each questionnaire item is suitable for this study. The results of the questionnaire validity test are presented in Table 1.

Table 1.
Validity Test Results for Complaint Handling (X1), Customer Experience (X2), Consumer Confidence (X3), and Consumer Satisfaction (Y)

Variabel	Butir Pernyataan	r hitung	r tabel	Kesimpulan
<i>Complaint Handling</i> (X1)	X1.1	0,835	0,202	Valid
	X1.2	0,795	0,202	Valid
	X1.3	0,771	0,202	Valid
	X1.4	0,850	0,202	Valid
	X1.5	0,774	0,202	Valid
<i>Customer Experience</i> (X2)	X2.1	0,844	0,202	Valid
	X2.2	0,764	0,202	Valid
	X2.3	0,802	0,202	Valid
	X2.4	0,834	0,202	Valid
<i>Consumer Confidence</i> (X ₃)	X3.1	0,869	0,202	Valid
	X3.2	0,872	0,202	Valid
	X3.3	0,887	0,202	Valid
Konsumen (Y)	Y1	0,889	0,202	Valid
	Y2	0,892	0,202	Valid
	Y3	0,881	0,202	Valid

Source: Data processed SPSS 26 (2025)

Based on Table 1, the findings indicate that the research instrument for each statement item in variables X1, X2, Z, and Y is valid.

Reliability Test

The reliability test aims to ensure the consistency of the research instrument. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.70. The results of the reliability test indicate that all variables in this study have values above the established minimum threshold, confirming their suitability for further analysis. The results of the instrument reliability test are presented in Table 2.

Table 2.
Reliability Test Results for Complaint Handling (X1), Customer Experience (X2), Consumer Confidence (X3), and Consumer Satisfaction (Y)

Variabel	<i>Cronbach's Alpha</i>	Reliabilitas	Keterangan
<i>Complaint Handling</i>	0,862	0,7	Reliabel
<i>Customer Experience</i>	0,827	0,7	Reliabel
<i>Consumer Confidence</i>	0,848	0,7	Reliabel
Kepuasan Konsumen	0,864	0,7	Reliabel

Source: Data processed SPSS 26 (2025)

Based on Table 2, it can be observed that all variables in this study have a Cronbach's Alpha value greater than 0.70. Therefore, it can be concluded that the variables Complaint Handling, Customer Experience, Consumer Confidence, and Consumer Satisfaction consist of reliable and dependable statement items.

RESULTS AND DISCUSSION

The results of this study are shown in Table 3.

Table 3.
Path Coefficient Values of Direct and Indirect Effects of Complaint Handling (X1), Customer Experience (X2), Consumer Confidence (X3), and Consumer Satisfaction (Y)

		Coefficients ^a			
		T Hitung	Sig. Hitung	Pengaruh	kepuasan konsumen
1	(Constant)	.541	.590	Tidak Langsung	0,430
	Complaint Handling	2.684	.009	Langsung	0,129
	Customer Experience	5.205	.000	Langsung	0.346
	Consumer Confidence	3.509	.001	Langsung	0.290

Source: Data processed SPSS 26 (2025)

The hypothesis testing results indicate that complaint handling has a positive and significant effect on consumer satisfaction at CV Sumber Tani Mandiri, with a t-value of 2.684 > t-table value of 1.986 and a significance level of 0.009 < 0.05. Effective complaint handling enhances consumer satisfaction as it reflects the company's responsiveness in addressing complaints promptly, clearly, and constructively. When customers feel heard and taken seriously, their perception of the company becomes more positive, ultimately strengthening customer relationships. Therefore, CV Sumber Tani Mandiri must continuously develop its complaint handling system through service improvements, staff training, and technological advancements.

This study aligns with the findings of Khoirunnisa et al. (2024) and Sinulingga & Sayang Telagawathi (2021), which demonstrate that complaint handling also positively impacts customer loyalty. Effective complaint handling not only increases satisfaction but also fosters customer loyalty, which is crucial for business sustainability. Thus, CV Sumber Tani Mandiri should enhance the quality of its complaint handling to retain and expand its customer base.

The hypothesis testing results also reveal that customer experience has a positive and significant effect on consumer satisfaction at CV Sumber Tani Mandiri, with a t-value of 5.205 > t-table value of 1.986 and a significance level of 0.000 < 0.05. Customer experience reflects the impressions formed from consumers' interactions with the company, both physically and emotionally, which influence their perceptions and satisfaction. The better the customer experience—such as ease of obtaining information, shopping convenience, and the friendliness and responsiveness of employees—the higher the level of customer satisfaction. Conversely, negative experiences, such as unresponsive service or an uncomfortable shopping atmosphere, can adversely affect customer satisfaction. Therefore, CV Sumber Tani Mandiri must consistently enhance customer experience quality through service innovations and improved interaction management.

This study is consistent with research conducted by Ni Putu Shinta Vishuda Yoga Sasmita et al. (2022), Halim et al. (2023), and Andayani & Anggraini (2023), which indicate that customer experience has a positive and significant impact on customer satisfaction and consumer trust in purchasing digital products in marketplaces. These findings affirm that a positive customer experience not only enhances satisfaction but also strengthens long-term consumer relationships. Thus, CV Sumber Tani Mandiri should strive to create a superior shopping experience to maintain customer loyalty and enhance its competitive advantage.

The test results also indicate that consumer confidence has a positive and significant effect on consumer satisfaction at CV Sumber Tani Mandiri, with a t-value of $3.509 > t\text{-table value of } 1.986$ and a significance level of $0.001 < 0.05$. Consumer confidence reflects the belief that the store can fulfill its promises, provide transparent information, and maintain product quality. Higher consumer confidence leads to greater satisfaction, which can drive repeat visits and recommendations to others.

Consumer confidence is built through consistency, transparency, integrity, and positive experiences. Consumers who trust a store feel more comfortable making transactions and experience reduced psychological risk in their purchases. Therefore, CV Sumber Tani Mandiri must strengthen confidence-building factors by increasing product transparency, ensuring quality, and effectively addressing customer complaints. These findings align with the study by Sinulingga & Telagawathi (2021), which demonstrates that consumer confidence positively influences loyalty, as well as research by Kasinem (2020), which asserts that trust has a significant impact on customer satisfaction. Hence, improving consumer confidence is a crucial strategy for building long-term relationships and enhancing customer satisfaction.

Simultaneous hypothesis testing results show that complaint handling, customer experience, and consumer confidence collectively have a positive and significant effect on consumer satisfaction at CV Sumber Tani Mandiri. This is evidenced by an F-value of $77.255 > F\text{-table value of } 2.70$ and a significance level of $0.000 < 0.05$, indicating that these three variables contribute collectively to customer satisfaction.

Effective complaint handling is a key factor in building consumer trust and loyalty. A swift response and appropriate solutions to complaints enhance customers' positive perceptions of the store. A good customer experience—from interactions with customer service to the overall shopping experience—also plays a crucial role in increasing satisfaction. Consumers who feel comfortable and receive expected services tend to be more satisfied. Furthermore, consumer confidence significantly influences customer satisfaction. Trust in product quality, service consistency, and store credibility fosters satisfaction and repeat purchases.

These findings are consistent with research by Andayani & Anggraini (2023), which shows the simultaneous influence of customer experience and complaint handling on customer satisfaction. Additionally, they align with the study by Sinulingga & Telagawathi (2021), which states that complaint handling and consumer confidence positively and significantly affect customer loyalty. Therefore, strengthening complaint handling, enhancing customer experience, and building consumer confidence are key strategies for improving customer satisfaction at CV Sumber Tani Mandiri.

CONCLUSION

Based on the research findings, it can be concluded that complaint handling, customer experience, and consumer confidence have a positive and significant influence on customer satisfaction at CV Sumber Tani Mandiri, both partially and simultaneously. Partially, complaint handling (t-value = 2.684 ; $p = 0.009$) enhances customer satisfaction through responsive complaint resolution. Customer experience exerts the strongest influence (t-value = 5.205 ; $p = 0.000$), reaffirming that a positive interaction with the store directly contributes to customer satisfaction. Consumer confidence (t-value = 3.509 ; $p = 0.001$) also plays a crucial role, as customers' trust in the products and services enhances their overall satisfaction.

Simultaneously, these three variables significantly affect customer satisfaction (F-value = $77.255 > F\text{-table} = 2.70$; $p = 0.000$), indicating that the combination of responsive service, positive experiences, and customer trust serves as a key determinant of customer satisfaction. Customer experience emerges as the dominant variable, with a Standardized Coefficient $\beta = 0.434$, surpassing the other variables. This finding underscores that a positive customer experience has the most substantial impact on customer satisfaction at CV Sumber Tani Mandiri.

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