PERCEIVED QUALITY OF TRADITIONAL GROCERY STORES: PRICE SATISFACTION, TRUST, SERVICE QUALITY, CONVENIENCE AND LOCATION

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Abstract

Perceived quality is a crucial factor in influencing purchase intention. Unfortunately, a utilitarian, unidimensional model is inadequate, has divergent perceived values, and ignores emotional dimensions. To examine the concurrent effects of price satisfaction, trust, service, convenience, and location on households' perceived quality in traditional grocery stores, the study used a multidimensional concept. The study employed mixed methods for 183 households, utilizing non-probability sampling with SmartPLS. Partial least squares modeling was utilized to evaluate the cause-and-effect relationships between price satisfaction, trust, service quality, convenience, and location on perceived quality using cue utilization theory via multidimensional concept. Household perceptions of quality are more likely to be positively correlated with rising service quality, which is followed by location, price satisfaction, and trust. But because of the reputation and trust of the store, convenience is eroding. The most crucial elements in service quality, price satisfaction, trust and location, and convenience are, in that order, tangibleness, price confidence, credibility, accessibility to the location by public transit, and ease of use. The impact of service quality on pricing satisfaction is significant, whereas its influence on perceived quality is very minor. Perceived quality is substantially affected by pricing satisfaction, trust, convenience, location, and service quality.

Keywords: price satisfaction, trust, service quality, convenience, location, perceived quality

1. INTRODUCTION

Traditional grocery stores play a vital role in the economy and community development, especially in the Asia-Pacific region where they dominate the market for fast-moving consumer goods (FMCG) (Statista, 2023). These stores typically

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operate on a high-volume, low-margin business model, primarily serving lower-income households that prioritize affordability and convenience. However, traditional grocery stores face significant challenges in competing with modern retailers and e-commerce platforms, which are better equipped in terms of quality assurance, delivery services, convenience, and innovation. Despite the Indonesian government's efforts through various regulations such as Minister of Domestic Affairs No. 20/2012, Presidential Decree No. 112/2007, and others, these policies have proven insufficient in addressing the increasing competition and evolving challenges traditional retailers face. As a result, further support and strategic measures are necessary to ensure these stores remain competitive in a rapidly changing retail environment.

Consumer behavior is strongly influenced by perceived benefits, which significantly shape purchasing intentions (Sözer et al., 2018). Perceived value, which refers to the overall benefit that consumers expect to receive from a product, plays a crucial role in shaping consumer decisions (Cuison et al., 2021; Mason et al., 2023). This perceived value has a direct impact on customer satisfaction, loyalty, brand equity, and market share (Luo et al., 2022; Qiao et al., 2022; Kusumawati & Rahayu, 2020). Traditionally, perceived value has been viewed as a unidimensional construct focused on utility (Zeithaml, 1988). However, this simplistic approach fails to capture the full complexity of customer experiences, particularly the emotional and relational aspects that influence consumer behavior (Jansri, 2018). As such, this study adopts a multidimensional construct of perceived value, which encompasses both functional and emotional dimensions, to better understand the variety of factors that shape customer perceptions.

To explain how various factors influence consumers' perceptions of traditional grocery stores, this study draws on two key theoretical frameworks. The first, the theory of consumption values, suggests that consumers evaluate products and services based on a range of value dimensions, such as functional, emotional, social, and epistemic values. These dimensions collectively shape consumer behavior and influence purchase decisions. The second framework, cue utilization theory, emphasizes the role of extrinsic cues—such as price, trust, service quality, convenience, and location—in consumer decision-making. Although intrinsic cues (e.g., product attributes) play a role, extrinsic cues are more influential in shaping consumer perceptions, especially when intrinsic cues are insufficient to meet customer expectations (Kakaria et al., 2023; Melendez et al., 2018).

This study specifically focuses on five key extrinsic cues that influence household perceptions of traditional grocery stores' quality: price satisfaction, trust, service quality, convenience, and location. Price satisfaction reflects the degree to which consumers perceive the prices they pay as fair and valuable. According to cue utilization theory, price satisfaction is an extrinsic cue that directly impacts perceived value. When consumers feel they are receiving good value for their money, they are more likely to exhibit positive behavioral intentions, such as a willingness to pay a higher price (Demirgüneş, 2015). As such, price satisfaction is crucial for fostering customer loyalty and encouraging repeat purchases, which can help traditional stores remain competitive with larger retailers.

Trust in a retailer plays a similarly significant role in building long-term customer relationships. Trust refers to consumers' belief that a store is reliable and can consistently deliver quality products and services. According to the theory of consumption values, trust adds emotional and relational value to the consumer experience, contributing to increased customer satisfaction and loyalty (Aydin & Akdeniz AR, 2018). Customers who trust a store are more likely to return and engage in positive word-of-mouth, which further enhances the store's reputation (Gogoi & Shillong, 2021).

Service quality is another key factor that influences consumer satisfaction and loyalty. Service quality encompasses various aspects of customer experience, including responsiveness, efficiency, and customer support. High service quality meets or exceeds customer expectations, which leads to increased customer satisfaction. This is supported by the theory of consumption values, which emphasizes that both functional and emotional values are integral to service evaluations. For traditional grocery stores, excellent service quality can differentiate them from modern retailers that may not offer the same level of personalized customer service.

Convenience is an essential value for consumers, especially in the context of traditional grocery stores. Convenience refers to how easily customers can access products and services, which can include aspects such as store location, layout, and checkout efficiency. According to the theory of consumption values, convenience adds significant functional value by reducing the time and effort required for shopping (Ahn & Lee, 2019). Traditional grocery stores can enhance customer satisfaction by improving convenience, which can drive usage intention and customer retention.

Location also plays a critical role in determining consumer perceptions of a store's value. Proximity and accessibility are vital factors in customers' decision-making processes, as consumers are more likely to visit a store that is conveniently located. The theory of consumption values supports this idea, suggesting that location enhances the overall value that customers perceive in a store. A well-located store is more likely to attract foot traffic, which increases sales and customer loyalty (Nilsson et al., 2015). For traditional grocery stores, being situated in familiar, accessible locations is a key factor in retaining local customers.

Finally, the role of perceived product quality in traditional grocery stores cannot be overstated. In order to thrive in a competitive environment, traditional stores must consistently deliver high-quality products and services that meet or exceed customer expectations. Governments should consider these perceived value factors when designing policies to support the growth and sustainability of traditional grocery stores. Furthermore, traditional stores must strategically manage these extrinsic cues—such as price satisfaction, trust, service quality, convenience, and location—to enhance customer perceptions and increase loyalty. By focusing on these factors, traditional stores can better compete with modern retailers and e-commerce platforms, ultimately improving their market share and long-term success.

2. MATERIALS AND METHODS

Research problems are addressed using a mixed method due to the limitations of a

single approach and the requirement to address management issues. The research was carried out in 18 traditional markets in West Kalimantan, Indonesia. In the past, Indonesia's traditional markets were essential economic hubs, providing farmers, fishers, gardeners, and other resource-based businesses with a vital platform to sell their goods and achieve favorable returns from customers (Farid et al., 2023). Non-probability sampling is used for its speed, ease, and cost-effectiveness in obtaining data (Kalton, 2023). While it offers real-time insights and reduces the burden on 183 households, it's important to note that it may avoiding some of the complexities. To gather information on expectations and evaluations of data quality concerns, including potential issues such as selection bias and participation bias, a semi-structured questionnaire is utilized (Ranganathan & Caduff, 2023).

The research was divided into three stages. First, demographic characteristics for an aggregate image that influences decisions (Pratama et al., 2022; Rahman et al., 2024), including education, occupation, and household income, using quantitative descriptive analysis with a percentage/%. Second, the characteristics of price satisfaction, trust, service quality, convenience, and location/% based on extrinsic cues in cue utilization theory (Olson & Jacoby, 1972). Perceived product quality by households in traditional grocery stores is multidimensional, employing a product quality framework by Garvin (1984) (Table 1).

Third, using partial least squares structural equation modeling/PLS-SEM with Smart-PLS, the simultaneous effect of extrinsic cues like price satisfaction, trust, service quality, convenience, and location on the perceived product quality of households in traditional grocery stores. The two components of PLS-SEM are the structural/inner model and the measurement/outer model, which perform the following actions: i) formative measurement model evaluation; ii) inner/structural model evaluation; and iii) reflective measurement model evaluation. The internal consistency and reliability of the constructs in the reflective measurement model are assessed using composite reliability/CR > 0.70, which tends to produce an estimate larger than Cronbach's alpha/α, due to the different weights assigned to each indicator. The average variance extracted/AVE > 0.50 is used to assess the construct validity of a measuring method(Hwui & Lay, 2018). In formative

Table 1. The framework of perceived product quality, convenience, service quality, trust, price satisfaction, and location

Perceived product quality (Garvin, 1984)	Compliance with specifications, the attractiveness of the product to the five senses/attractiveness
Convenience (Brown et al., 2007; Agustini et al., 2020)	Interaction between individuals, easy to use
Service quality (Howat et al., 1996)	Tangibility, responsiveness
Trust (Veselinova & Samonikov, 2018)	Credibility, intimacy
Price satisfaction (Matzler et al., 2006)	Price confidence, price reliability, price fairness
Location (Kotler et al., 2009)	Access location by public transportation, the location can be seen clearly from the edge of the road/visibility, a large and safe parking area, available a large enough place for business expansion in the future/expansion, the environment supports the products/services offered

measurement models, the content specification must relate to the range of the latent construct via a variance-inflated factor/VIF < 10 to avoid multicollinearity. R-squared/R^2 and Q-squared/Q^2 values reflect the prediction's accuracy $R^2 < 0.19$ is considered insufficient if the exogenous components are unable to explain the endogenous dependent variable; $Q^2 > 0$ is significant for certain dependent construct, though. The relevance of the link between the constructs and variables in the inner/structural model is determined by a critical ratio/CR > 1.96 or a probability/p > 0.05. The f-square/f2 indicates how the structural level is affected by the size requirement: $0 \leq f^2 \leq 0.15$ is small, $0.15 \leq f^2 \leq 0.35$ is moderate, and $f^2 \geq 0.35$ is a large effect. The outer loading factor depicts the estimated relationships while also establishing the absolute contribution of each item to the assigned construct.

3. RESULTS

Demographic characteristics of households

Age, household size, education, occupation, and household income are all demographic characteristics of households in traditional grocery stores (Table 2).

The majority of households are more than 42–50 years old, are housewives, have a household size of more than 16 years, have a high school education, and have a monthly household income of 126-251 US dollars.

The characteristics of perceived quality, convenience, service quality, trust, price satisfaction, and location

Table 3 displays the five senses of attractiveness, ease of use for convenience, tangibility for service quality, price confidence for price satisfaction, and location that is obvious from the edge of the road are the most highly regarded product qualities by households.

Table 2. Demographic characteristics of households/%

Household characteristics:	
Age (years):	
≥18-26	16.94
>26-34	16.39
>34-42	20.77
>42-50	**24.59**
>50-58	16.39
>58	4.92
Household size (years):	
<16	**22.95**
16-20	8.74
>20-25	20.77
>25-30	14.75
>30-35	12.02
>35-40	7.10
>40-45	4.92
>45-50	1.64
>50-55	4.37
>55-60	1.64
>60-65	0.55
>65	0.55
Education (year):	
High school	**65.03**
College/University	30.60
Master	3.83
Others	0.55
Occupation:	
Employee	5.46
Housewife	**39.89**
Merchant	9.84
Private employees	6.01
Farmer	3.28
Teacher	3.83
Others	31.69
Household income (USD/month):	
<126	24.59
126-251	**36.07**
>251-377	28.96
>377-502	5.46
>502-628	2.19
>628-753	2.73

Table 3. The characteristics of perceived product quality, convenience, service quality, trust, price satisfaction, and location/%

Perceived quality:	
Compliance with specifications	52.46
The attractiveness of the product to the five senses/Attractiveness	**66.12**
Convenience:	
Interaction between individuals	67.76
Easy to use	**74.86**
Service quality:	
Tangibility	**65.03**
Responsiveness	56.28
Trust:	
Credibility	**74.86**
Intimacy	57.38
Price satisfaction:	
Price confidence	**82.51**
Price reliability	78.69
Price fairness	62.30
Location:	
Access location by public transportation	77.05
The location can be seen clearly from the edge of the road/Visibility	**79.23**
A large and safe parking area	72.68
Available a large enough place for business expansion in the future/Expansion	41.53
The environment supports the products/services offered	62.84

Effect of convenience, service quality, trust, price satisfaction, and location on perceived product quality

In the reflective measurement model, the interrelationship model between the extrinsic cues such as convenience, service quality, trust, price satisfaction, and location on the perceived quality of households in traditional grocery stores displayed valid and consistent results (Table 4).

In formative measurement models, the content specification has proven related to the scope of the latent construct, and no multicollinearity data were observed (Table 5).

The accuracy of the prediction of the exogenous variables, such as price satisfaction, trust, service quality, convenience, and location, to explain the endogenous dependent variable (i.e., perceived quality and price satisfaction), is indicated by the values of R^2, adj.R^2, and Q^2 (Tables 6 and 7).

Table 4. Reflective measurement model

The variables/structural model	CR	AVE
Perceived quality	0.855	0.747
Extrinsic cues:		
Convenience	0.896	0.812
Service quality	0.909	0.833
Trust	0.846	0.733
Price satisfaction	0.888	0.726
Location	0.941	0.761

Price satisfaction, trust, service quality, convenience, and location are all relevant for explaining perceived quality (66%), while convenience and service quality are also relevant in explaining price satisfaction (59.7%). Pricing fairness (55.6%) is the most significant factor in explaining pricing satisfaction, while the item's attraction to the five senses (50.7%) is the most significant factor in explaining perceived quality.

The critical ratio/CR value is used in the structural/inner model to determine the significance of the link between the

Table 5. Formative measurement model

The content specification	VIF
Perceived quality:	
Compliance with specifications	1.326
The attractiveness of the product to the five senses/Attractiveness	1.326
Extrinsic cues:	
Convenience	
Interaction between individuals	1.700
Easy to use	1.700
Service quality:	
Tangibility	1.799
Responsiveness	1.799
Trust:	
Credibility	1.285
Intimacy	1.285
Price satisfaction:	
Price confidence	2.457
Price reliability	2.229
Price fairness	1.471
Location:	
Access location by public transportation	4.233
The location can be seen clearly from the edge of the road/Visibility	4.356
A large and safe parking area	2.896
Available a large enough place for business expansion in the future/Expansion	2.860
The environment supports the products/services offered	2.807

Table 6. R^2, and adj. R^2 values

Endogenous dependent variable	R^2	Adj. R^{2*}
Perceived quality	0.677	0.660
Price satisfaction	0.605	0.597

Table 7. Q^2 values

Endogenous dependent variable	Q^2
Perceived quality:	
Compliance with specifications	0.427
The attractiveness of the product to the five senses/Attractiveness	**0.507**
Price satisfaction:	
Price confidence	0.343
Price reliability	0.294
Price fairness	**0.556**

approximately follows a normal distribution. When the CR for a regression weight exceeds 1.96, the path is significant at the 0.05 level or better, indicating that the estimated path parameter is statistically significant. Thus, Figure 1 shows the significant effects of the interaction between price satisfaction, trust, service quality, convenience, location, and perceived quality.

Based on f^2 values for the effect of size on the structural level (Table 8), the effect of the

Table 8. f^2 value

Effect of size on the structural level	f^2
Convenience → Perceived quality	0.000
Convenience → Price satisfaction	0.028
Location → Perceived product quality	0.008
Price satisfaction → Perceived product quality	0.033
Service quality → Perceived product quality	0.227
Service quality → Price satisfaction	**1.165**
Trust → Perceived product quality	0.015

constructs/variables (Figure 1). The Critical Ratio (CR) is obtained by dividing an estimate by its standard error and
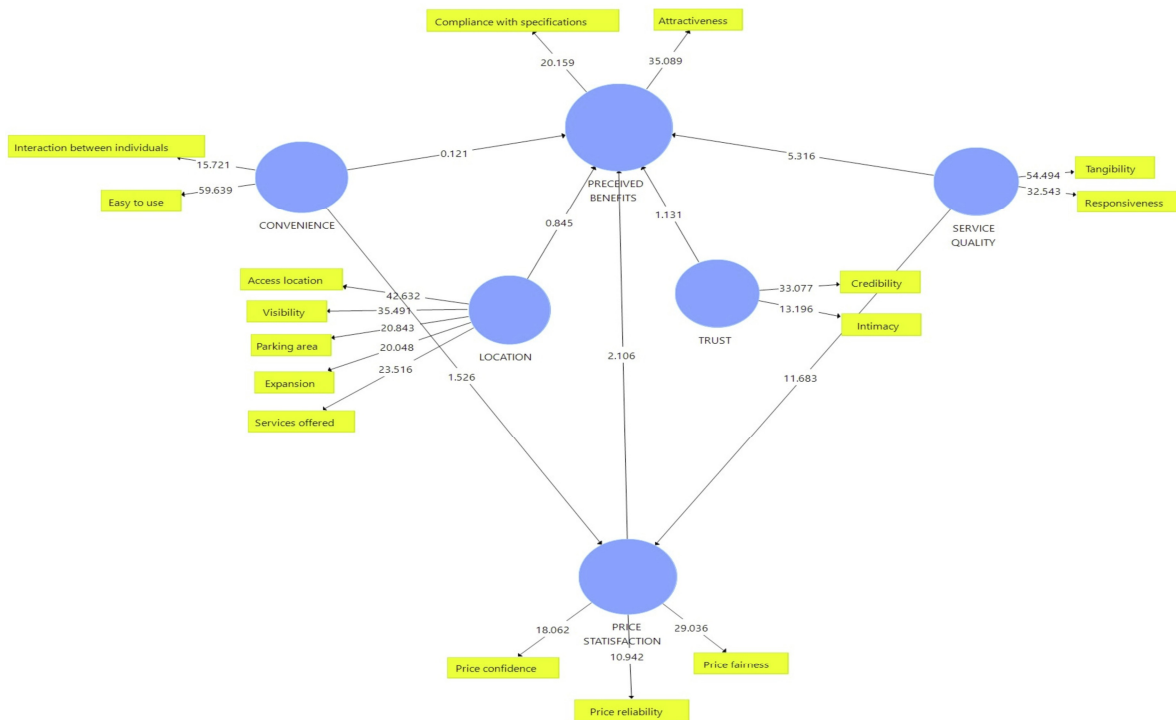
Figure 1. Critical ratio (CR) value

other relationships is significant.

The size effect of the significant relationship between convenience on perceived quality and price satisfaction is small, respectively, as are the effects of location on perceived quality, price satisfaction, and trust on perceived quality. However, the size effect of the significant relationship between service quality and perceived quality is moderate, and the effect of service quality on price satisfaction is large.

The absolute contribution of each item to the designated construct is determined by the outer loading factor, as depicted by the predicted relationships shown in Figure 2. The relationships between latent variables suggest that the perceived quality of households is more likely to improve with increased service quality (0.569), followed by price satisfaction (0.178), trust (0.101),

and location (0.085), while it may also be influenced by a decrease in convenience (0.013). Tangibility, price confidence, credibility, access to location by public transportation, and ease of use are the most important factors influencing service quality, price satisfaction, trust, location, and convenience, respectively.

4. DISCUSSION

The findings from this study offer significant insights into how demographic characteristics, perceived product quality, and various extrinsic cues such as convenience, service quality, trust, price satisfaction, and location influence consumer behavior in traditional grocery stores. The demographic factors observed, particularly age, household size, and income, are aligned
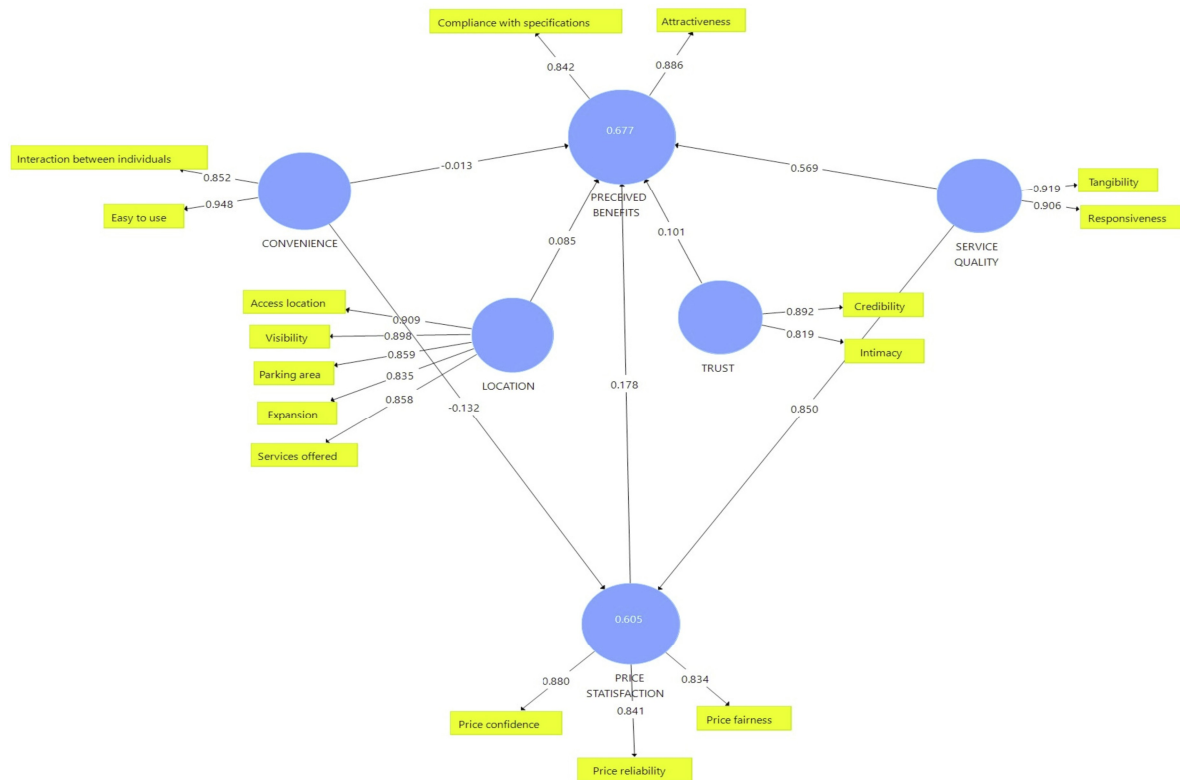
Figure 2. Estimated coefficient

with prior research suggesting that older consumers and larger households often have different purchasing behaviors compared to younger and smaller households. For example, Berg & Liljedal (2022) noted that older consumers, due to cognitive changes and shifting consumption patterns, tend to prioritize functionality and quality over other factors. This is mirrored in the study's results, where older households, especially housewives, demonstrate a stronger preference for traditional stores that offer quality and reliability, with service quality being one of the most highly regarded factors influencing perceived product quality.

The role of service quality in enhancing perceived quality is another key finding that resonates with the broader literature. As highlighted by Nägele et al. (2020) and

Nyabundi et al. (2021), tangibility, a critical component of service quality, plays a substantial role in improving customer satisfaction and trust. The study shows that households value the tangible aspects of service, such as the physical presentation of products, cleanliness, and the overall store environment, which directly correlate with their satisfaction and loyalty to the store. This supports Jingar and Lindgren's (2019) assertion that tangibility is not only about physical touch but also about emotional communication, which further strengthens customer trust and retention.

Price satisfaction emerged as one of the most significant factors influencing perceived quality, which aligns with the work of Shintaputri and Wuisan (2017) and Yuan et al. (2022), who observed that price

satisfaction affects consumption values and customer intentions. This study shows that price satisfaction significantly influences perceived product quality, with households more likely to engage with traditional stores that offer competitive and transparent pricing. Furthermore, as Yapp and Yeap (2022) emphasize, price confidence builds customer loyalty and positively impacts the perceived economic value of traditional markets, underscoring the importance of fair pricing in maintaining competitive advantage.

Trust, another crucial variable, corroborates findings from Chatzopoulou and Santouridis (2018), who noted that trust in product quality is largely shaped by interpersonal interactions and customer experiences. This study affirms that customer trust in traditional grocery stores hinges not just on product quality but also on the consistency of service and interpersonal relationships with store employees. The connection between trust and perceived quality is vital for fostering long-term customer loyalty, as suggested by Maharani et al. (2023).

Location, as identified in this study, is also a critical factor in determining the perceived quality of traditional grocery stores. Zboraj (2021) and Lemon and Verhoef (2016) highlight that factors such as accessibility and the social value of familiar neighborhoods play a major role in shaping customer perceptions of a store's quality. The study's finding that households prefer stores located in easily accessible areas along main roads is consistent with Tassin (2022), who argued that location has both functional and emotional significance, driving customer perceptions of convenience and overall satisfaction.

The negative relationship between convenience and perceived quality observed in this study adds nuance to the existing literature. While convenience is typically viewed as a positive attribute in customer satisfaction (Kumar and Lata, 2021), the study shows that convenience in the form of proximity or ease of use does not always translate to better-perceived quality in traditional grocery stores. This finding aligns with Konuk (2018) argument that convenience may be overshadowed by factors such as store image and trust. Despite this, convenience continues to play an important role in consumer decision-making, as noted by Haryanto et al. (2019), who found that convenience influences purchase intentions, albeit indirectly.

The broader literature also suggests that traditional grocery stores face significant challenges in maintaining competitiveness in the face of modern retailers and e-commerce. The study's results indicate that improvements in service quality, trust-building measures, fair pricing strategies, and convenient locations can help traditional stores sustain their relevance. However, convenience alone, as the results suggest, is insufficient to differentiate traditional stores in the competitive retail landscape. This insight highlights the need for traditional grocery stores to focus on a combination of intrinsic and extrinsic cues, including personalized service, reliability, and emotional engagement, to effectively compete with modern retail formats (Segoro, 2013; Konuk, 2018).

This comprehensive understanding of consumer behavior is crucial for both traditional grocery stores and policymakers, as it provides valuable insights into how these stores can better serve their communities and maintain a competitive edge in a rapidly evolving retail

environment. Governments and local authorities can play an instrumental role by offering policy support that focuses on enhancing service quality, promoting fair pricing, and ensuring the strategic location of traditional stores to foster economic stability and community development.

5. CONCLUSION

The results reveal a significant impact of price satisfaction, trust, service quality, convenience, and location on perceived quality. Enhanced service quality is the most influential factor, followed by price satisfaction, trust, and location. However, convenience is negatively affected due to store image and trust. Tangibility, price confidence, credibility, public transportation access, and ease of use are key factors influencing service quality, price satisfaction, trust, and location. The effect of service quality on perceived quality is moderate, while its impact on price satisfaction is substantial. Community activists and local governments can support improvements by assisting with site identification, development approvals, commercial revival, and local events.

The regional focus of the sample limits generalizability, suggesting that future research should expand geographically and include longitudinal studies to track changes in consumer perceptions over time. Additionally, while the study examined five key extrinsic cues, other factors such as product variety, store atmosphere, and community engagement might also influence perceived quality. Future research could explore these additional elements and investigate how digital technologies are shaping traditional grocery stores as they adapt to modern retail trends.

Despite these limitations, the research provides valuable insights into the factors affecting consumer behavior in traditional grocery stores. Addressing these gaps in future studies will help create a more complete understanding of how traditional grocery stores can effectively compete in an evolving market.

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ПЕРЦЕПИРАНИ КВАЛИТЕТ ТРАДИЦИОНАЛНИХ ПРОДАВНИЦА ПРЕХРАМБЕНИХ ПРОИЗВОДА: ЗАДОВОЉСТВО ЦЕНОМ, ПОВЕРЕЊЕ, КВАЛИТЕТ УСЛУГЕ, ПРАКТИЧНОСТ И ЛОКАЦИЈА

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Извод

Перцепирани квалитет представља кључни фактор који утиче на намеру куповине. Ипак, утилитарни, једнодимензионални модел показује се као неадекватан, има одступајуће вредности у перцепцији и занемарује емоционалне димензије. У циљу испитивања истовремених ефеката задовољства ценом, поверења, услуге, практичности и локације на перцепирани квалитет домаћинстава у традиционалним продавницама прехрамбених производа, истраживање је користило мултидимензионални концепт. Примењен је метод мешовитих истраживања на узорку од 183 домаћинства, користећи непробабилистичко узорковање и алат SmartPLS. Модел парцијалних најмањих квадрата примењен је за процену узрочно-последичних односа између задовољства ценом, поверења, квалитета услуге, практичности и локације на перцепирани квалитет, ослањајући се на теорију коришћења сигнала кроз мултидимензионални приступ. Перцепција домаћинстава о квалитету показује највећу позитивну повезаност са растућим квалитетом услуге, затим следе локација, задовољство ценом и поверење. Међутим, услед репутације и поверења у продавницу, практичност губи на значају. Најважнији елементи квалитета услуге, задовољства ценом, поверења, локације и практичности јесу редом: опипљивост услуге, поверење у цене, кредибилитет, приступачност локације јавним превозом и лакоћа употребе. Утицај квалитета услуге на задовољство ценом је значајан, док је његов утицај на перцепирани квалитет веома мали. Перцепирани квалитет је у великој мери под утицајем задовољства ценом, поверења, практичности, локације и квалитета услуге.

Кључне речи: задовољство ценом, поверење, квалитет услуге, практичност, локација, перцепирани квалитет

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